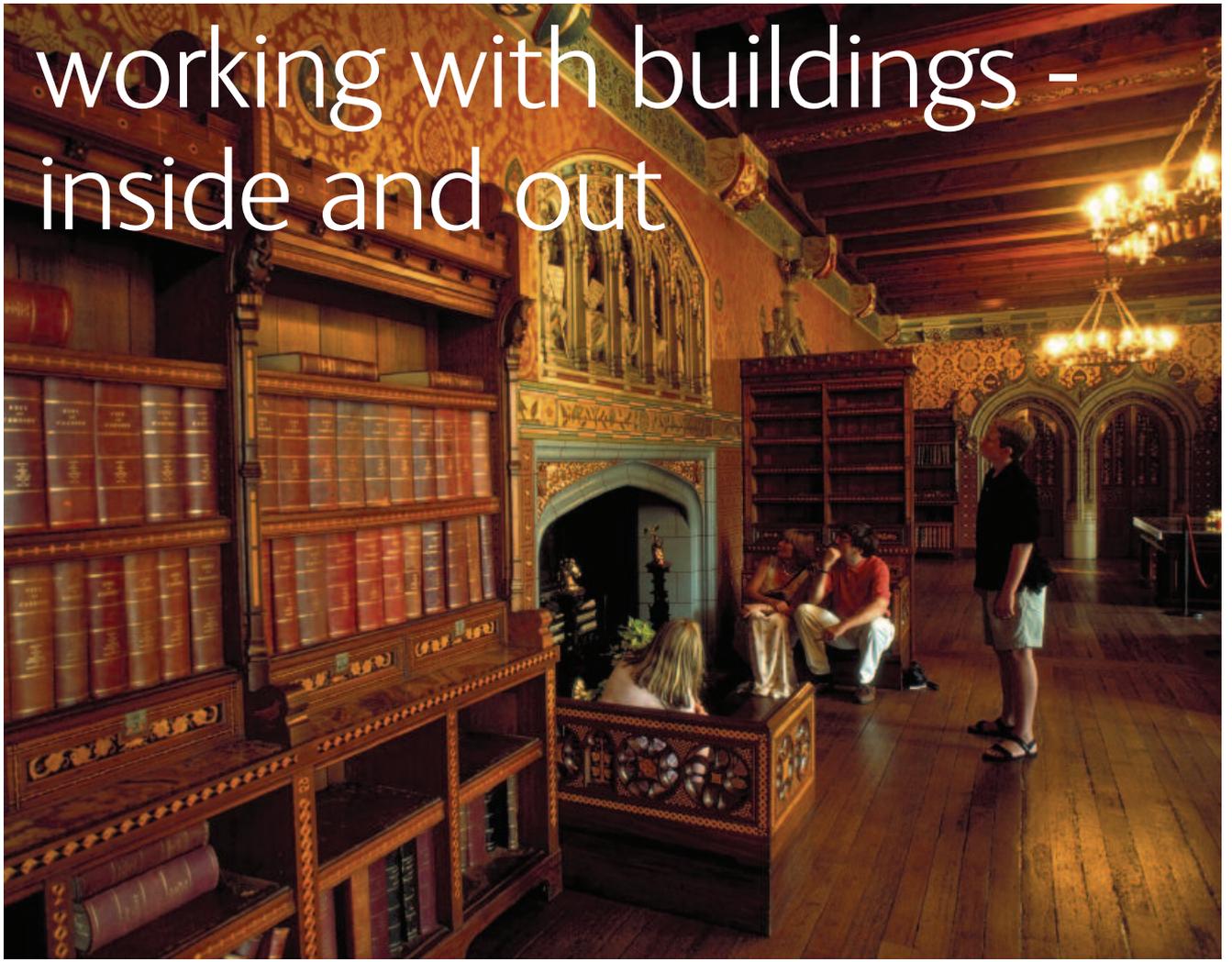


working with buildings - inside and out



The buildings of Wales range from small farmsteads to castles, rural chapels to imposing civic centres, cromlechs and contemporary glass domes. Their locations and design (both exterior and interior) can contribute enormously to the Sense of Place felt by both residents and visitors.

Interesting buildings and contemporary design are of great appeal, with eye-catching, iconic architectural design posing a huge attraction for cultural tourists and the media alike. In Europe, the Guggenheim museum at Bilbao has become the 'must see' building of the decade, creating a tourist market where one did not exist before, and helping to regenerate a run-down port.

Wales's dramatically varying landscape, its language, myths, musical and poetic traditions, offer an array of design inspiration from which to draw. But to work successfully with a Sense of Place it is not just a matter of identifying features which are 'of Wales', or reinterpreting the vernacular. It is discovering a new way of looking and seeing – sometimes just re-evaluating our surroundings can do the trick.

Whether converting an existing building such as a mill or a barn, re-decorating your existing premises or translating interest in contemporary design through a brand-new structure, you can make a distinctive statement that also fits in with your locality and landscape. Good, meaningful design need not be about expensive finishes and famous architects, it is often subtle and quietly understated, but always well thought out, well detailed and well constructed.

Exteriors

A sensitive approach is usually required when it comes to converting existing buildings, especially vernacular, 'traditional' buildings. Chapels throughout Wales have been converted to numerous uses. The Tabernacle in Machynlleth has become a gallery for contemporary art and a concert venue. The Corn Mill in Llangollen, which dates in part from the 13th century, has been skilfully restored and converted into a pub/restaurant.

Extending and adapting existing buildings

In addition to outright conversion, buildings can be extended to give more space for an existing use (such as extra bedrooms) or modified for an additional use, such as farm shop. You can take your reference from the shape and scale of the original, but it's up to you how you take it forward. Should it be a seamless copy and extension of the original, or a brave new interpretation? An imaginative architect can help you to resolve issues of space, use, cost building regulations, visitor flows and so on.

Developing your business & promoting Wales



Interiors

The emphasis in your interior design should be on reflecting a Sense of Place in original ways, and creating a feeling of comfortable familiarity that both informs and reassures visitors.

For interior design that springs from a Sense of Place, the following scrapbook exercise will help you to build the foundation and structure of your design

themes. It will provide inspiration for colour, patterns, texture, line and form, for light, materials, seating, signs and decoration. Themes will emerge. Translating inspiration into a co-ordinating design scheme however, is a big challenge. Even top designers get frustrated.

Inspiration can be found in your own home surroundings: it will be authentic and mirror a Sense of Place – your place. Draw from what is around you. Take a walk in the countryside or town or at the seaside and soak up the surroundings. And don't be afraid to take a look at what other people are doing.

Changing Rooms? Thinking about your space?

If you are going into an empty space, treat it like a theatre set and remember all the elements that make up the set.

Even the costumed actors are part of the design, although you will only have control over what your own staff wear. Make a note of the condition of every aspect of the room and remember where the daylight falls and how it will be lit at night. It may need a complete makeover or just refurbishment at minimum cost.

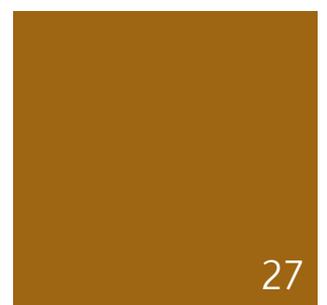
Inside your room there are six dimensions of space: up, down, in front, back, left, right. Stand firmly in the middle of your room and look around. Small details are important – everything from light switches and overhead lights, from door handles to clocks and pictures on walls – and part of the overall design.



about your building

Your premises or property has its own unique story. Sometimes this can yield a rich source of inspiration for design. Fill in as much information as you can about your building's history. If it's a new build, consider the land on which it stands.

Property / building description.....
.....
Current usage.....
.....
Past known usage.....
.....
Original usage / purpose.....
.....
Date built.....
Past owners of note.....
Any local stories, myths or history associated with the place?.....
.....
.....
What was on the site prior to the current building?.....
.....
Has it undergone any major restoration, re-design, building or structural modifications?.....
.....
Does it have any notable historic or architectural features.....
.....
Are there any points of interest in the grounds?.....
.....
What other notable buildings are in the immediate vicinity – are they linked to this building in any way?.....
.....
Is its name or past name significant in any way?.....
.....
What do you see when you look out of the windows?.....
.....
Was it designed to address a particular view? If so, what?.....
.....
Has that view changed in any way over the years, if so, how?
.....
.....



the design inspiration montage

Collect, cut out and stick images, articles, colours and photographs of your environment – anything from shells on the beach or feathers from the hills, photographs of sunsets over the hills, postcards showing the architecture of the town or village – past or present to pictures of wild flowers that grow locally. Anything that informs you or attracts you about the colours, textures and shapes of your environment. Be inspired by your surroundings: the townscape's patterns and colours and the landscape's great contrasts of colour and design.

the design implementation montage

Hopefully your collage has provided you with some inspiration regarding good colours, textures, finishes and objects for your rooms. Now create

another montage of what other people have achieved that links in to the ideas you have following the design montage. Collect, cut out and stick images of anything from sofas to bed linen, pictures of furniture from catalogues and magazines, swatches of material and wall paper from shops, pictures and photographs of interior design inspired by similar themes and paint colour cards from DIY outlets.

Be confident! Splash around with your growing resources and use photographs to help you decide what you like about colour, shape, texture, line and detail. Think again about spaces in your building and look at them with new eyes.

Now its time to select what's right for your place

Take an overview and make sure your design project has a sense of continuity, right down to the very last detail of your soft furnishings and menu designs. Reflecting colour, themes, shape and line around the room (for example, in motifs on serviettes or the colours for linen

napkins) pulls together the design. Lamps, light switches, cutlery all become part of the continuity. When you stand back and think that you have created a sense of harmony and an ambience that connects with the Sense of Place, you're on to a winner!

Some things to consider In terms of construction and extension:

- Reduce energy consumption by the use, for example, of passive solar heating and dense thermal insulation.
- Use specially treated wool as an innovative insulating material – it can save you money, as well as assisting sheep farmers.
- Work with good architects and organisations – see useful contacts below
- Use local craft skills
- Don't forget the importance of:
 - Landscape architecture – you can create 'outdoor rooms' which are just as stunning and harmonious as any interior
 - Street and garden furniture
 - Lights – they can create space and atmosphere when used imaginatively
 - Signs – use clean, clear and concise graphics, designed by a professional.

Some ideas to consider for interior design:

- Use a picture by a local artist or photographs of the area to inspire your colour palette
- Bring the immediate environment into the building – use driftwood, pebbles, rocks as finishing touches, or use the traditional tools of the locality as points of interest or as ornaments – farming implements, fishing equipment, miners lamps
- Enhance the original features of your building – this can be done in a contemporary or more traditional way
- Research the history of your premises – its usage or the people who lived in it might be potent sources for design inspiration.





useful contacts for working with buildings

- Use traditional, locally sourced materials wherever possible – Welsh slate, Wood, steel and woollen fabrics resonate a Sense of Place and provide the senses with a wealth of information about the surroundings – as well as being environmentally friendly as it cuts down on transportation.
- Create pictures within the room – corners of interest to draw the eye, this can be done using furniture and finishes, craftwork, sculptures, objects and pictures/ photographs or artwork.
- Think about how your visitors/ customers approach the room – what the first viewpoint is and what kind of impression should it make
- Lights – they can create space and atmosphere when used imaginatively
- Think about the use of the room – can the materials be fine and delicate or do you need more hardwearing furniture and finishes.
- Don't clutter – remember the first rule of design – 'less is more'
- Don't miss the obvious. Good interior design has to take into account the intended purpose of the room and should be as accessible as possible.

Some additional tips

- Engage your colleagues and staff in the process of interior design. Although design by committee is rarely successful, their input and enthusiasm should be encouraged. Provide a box or book to promote ideas for changes and improvements
- Encourage your staff to know as much about the place as you do. They will be able to answer questions from interested visitors, who will then go away full of enthusiasm and wanting to spread the word

Visit Wales

Brunel House, 2 Fitzalan Road,
Cardiff CF24 0UY

Tel: 029 2047 5303

Email:

tourism.industryadvice@wales.gsi.gov.uk

Website: www.wales.gov.uk/tourism

Supporting the development of tourism businesses in Wales and marketing the Wales product nationally and internationally. Specialist advice, marketing opportunities and investment support are available.

Arts Council of Wales

Holst House, 9 Museum Place,
Cardiff CF10 3NX

Tel: 029 20376500

Email: information@ccc-acw.org.uk

Website: www.ccc-acw.org.uk

The Arts Council of Wales's Axis database holds details and images of the work of over 400 artists currently living and working in Wales.

Artworks Wales – Cywaith Cymru

Crichton House, 11-12 Mount Stuart
Square, Cardiff CF1 5EE

Tel: 029 20489543

Email: info@cywaithcymru.org

Website: www.cywaithcymru.org

Artworks Wales creates art for public sites by making partnerships with local authorities, agencies of the Welsh Assembly Government, businesses and artists. The organisation ensures that its projects involve the people at local level, helping artists to make work that responds to their locality.

CADW: Welsh Historic Monuments

Welsh Assembly Government, Cathay's
Park, Cardiff CF10 3NQ

Tel: 029 20500200

Email: cadw@wales.gsi.gov.uk

Website:

www.cadw.wales.gov.uk/whatis/intro.htm

This organisation is responsible for the conservation, presentation and promotion of the built heritage of Wales on behalf of the Welsh Assembly Government. Cadw defines built heritage as the physical remains of people's activities within the Welsh landscape. The remains include an immense variety of sites, monuments, architectural ruins and historic buildings. Archaeological sites span more than 250,000 years, from caves occupied in early prehistory, right through to industrial works of the Victorian period. The definition of historic buildings includes a vast array of structures from the humblest rural cottage to the grandest country house, as well as bridges, watermills, lighthouses, farm buildings and even early telephone boxes.

Centre for Alternative Technology

Machynlleth, Powys SY20 9AZ

Tel: 01654 702400

Email: info@cat.org.uk

Website: www.cat.org.uk

Civic Trust for Wales

Third Floor, Empire House, Mount
Stuart Square, Cardiff CF10 5FN

Tel: 029 2048 4606

Email: mail@civictrustinwales.co.uk

Website: www.civictrustwales.co.uk

The Civic Trust for Wales promotes civic pride as a means to improving the quality of life for all in the places where we live and work, and encourages community action, good design, sustainable development and respect for the built environment amongst people of all ages. Contact them for information about the history of the built environment in your area and other sources of information about the history and future of your area.

Developing your business & promoting Wales



Design Wales

PO Box 383, Cardiff CF5 2WZ
Tel: 0845 3031400
Email: wdass@uwic.ac.uk
Website: www.designwales.org.uk

Design Wales offers free and independent advice to small and medium sized businesses and to education on a range of design-related issues including new product development, materials selection and manufacturing. Design Wales organises regular seminars, each tailored specifically to meet the needs of industry.

Fforwm Crefft Cymru

3, Grooms Buildings, Pool Road,
Newtown, Powys, SY16 1DL
Tel: 01686 627551
Website: www.craftinwales.com

For information on suppliers of hand-made Welsh crafts.

National Museums and Galleries of Wales

Cathays Park, Cardiff CF10 3NP
Tel: 029 2039 7951
Website: www.museumwales.ac.uk

These include the National Museum and Gallery, Cardiff; the Museum of Welsh Life, St Fagans; the Welsh Industrial and Maritime Collections; the Welsh Slate Museum, Llanberis; the Roman Legionary Museum, Caerleon; Segontium Roman Museum, Caernarfon; Turner House Gallery, Penarth; the Museum of the Welsh Woollen Industry, Drefach Felindre; and (in partnership with NMGW) Big Pit Museum of the Coal Industry, Blaenafon. These are great places to visit for design inspiration – both from the artwork some hold to the colour and form of the buildings and historic sites themselves.

The National Library of Wales

Aberystwyth, Ceredigion SY23 3BU
Tel: 01970 632800
Email: holi@llgc.org.uk
Website: www.llgc.org.uk

The National Library is one of the great libraries of the world. Since 1911 it has enjoyed the right to collect, free of charge, a copy of every printed work published in Britain and Ireland. In addition it holds a huge collection of works about Wales and the other Celtic countries: books and pamphlets, magazines and newspapers, microforms, ephemera, and a wealth of electronic material.

It is not only a library. It has thousands of manuscripts and archives, pictures and photographs, maps, sound recordings and moving images, available for all adults to consult in the building, and exhibitions are arranged throughout the year, as well as lectures and other events. Contact or visit the library to see pictures and historic maps of your area and for other information about your town or village – from old newspapers to archive film.

National Trust Wales

Trinity Square, Llandudno, LL30 2DE
Tel: 01492 860123
Website: www.nationaltrust.org.uk

The National Trust protects and opens to the public over 300 historic houses and gardens and 49 industrial monuments and mills. The charity also looks after forests, beaches, farmland, moorland, islands, archaeological remains, castles, nature reserves and villages – for ever, for everyone.

Visit some of the local properties in your area for design and décor inspiration and historical reference.

Regional Tourism Partnerships

Mid Wales

Tŷ Glyndwr, Machynlleth,
Powys SY20 8WW
Tel: 01654 704220
Website: www.tpmw.co.uk
Website: www.gomidwales.co.uk

North Wales

Unit 25, St Asaph Business Park,
LL17 OKJ
Tel: 01745 589020
Website: www.tpnw.org

South West Wales

The Coach House, Aberglasney
Gardens, Llangathen,
Carmarthenshire, SA32 8QH
Tel: 01558 669019
Website: www.swwtp.co.uk

South East Wales

Office C108, University of Wales
Institute, Cardiff (UWIC), Colchester
Avenue, Penylan, Cardiff CF23 9XR
Tel: 029 2041 7194
Website: www.capitalregiontourism.org

Speak to your Regional Tourism Partnership about specific marketing campaigns and initiatives in your area, events and visitor focused activities.

Royal Society of Architects in Wales

Bute Building, King Edward VII Avenue,
Cathays Park, Cardiff CF10 3NB
Tel: 029 20874753

The Royal Society of Architects in Wales (RSAW) is the regional organisation of the Royal Institute of British Architects (RIBA) in Wales. Its mission is to promote architecture and the work of architects to potential clients, policy makers and the general public. Contact them if you're looking for a good architect in your area for a project.

Wales Craft Council Ltd

Henfaes Lane Industrial Estate, Henfaes
Lane, Welshpool SY48 7BE
Tel: 01938 555313
Email: crefft.cymru@btinternet.com
Website: walescraftcouncil.co.uk

This is a membership organisation dedicated to marketing and promoting crafts, gifts and textiles from Wales, especially those of members. Datacrefft is a comprehensive list of artists and producers of craft, so ask them for details of makers and workshops in your region.