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www.broomejenkins.com

PRODUCT + SPACE DESIGN

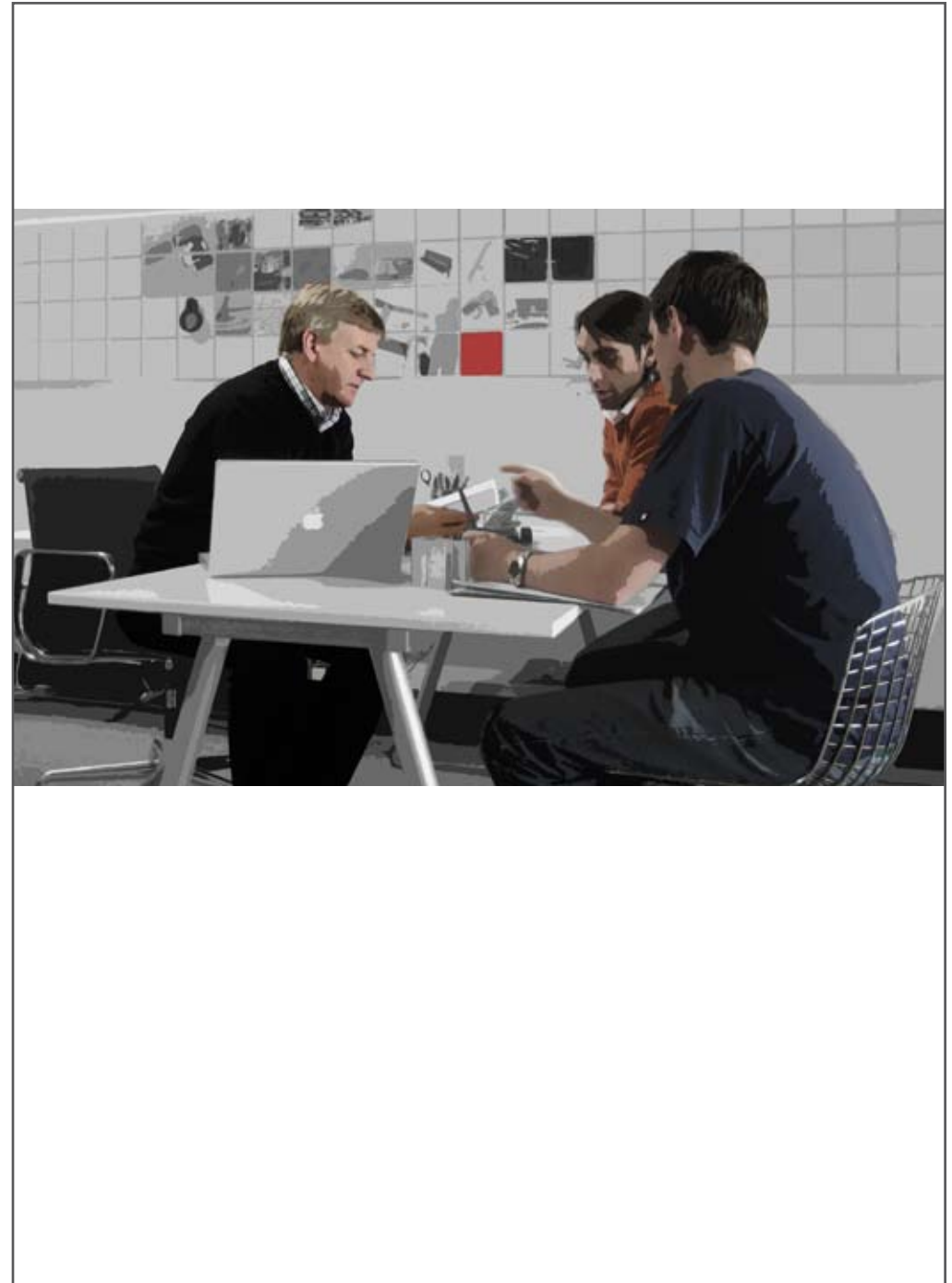
BroomeJenkins

Background

When Barry Jenkins set up BroomeJenkins in 2003, his aim was to create a new consultancy business which delivered innovative and viable solutions for clients, through exploring an interest in the way people use spaces and how to develop products and environments to make those spaces work better.

Drawing on past experience and responding to changes in the design industry, the intention was to make BroomeJenkins a consultancy, which was more about sector knowledge and less about being classified by design discipline.

Building a diverse set of skills, it is important we have the right level of resources to support clients correctly, but without creating an unwieldy business with complex structures and unnecessary overheads.



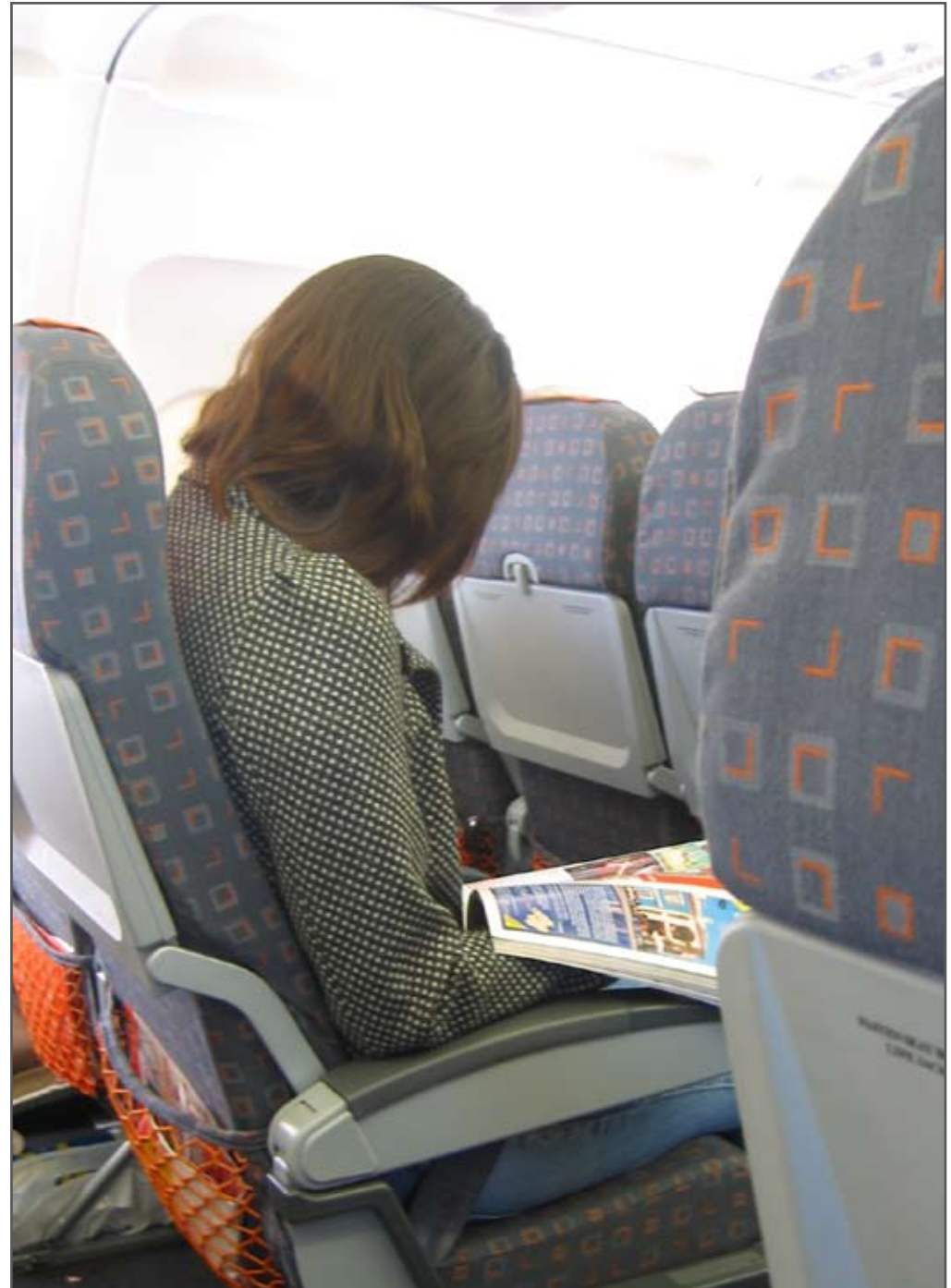
Position

Understanding Design as a broad subject with many disciplines, our area of work is three-dimensional. But whereas other consultants, either graphic or product design, will focus on brand and the consumer, the work we do tends to be used by someone other than the person who buys or specifies the product, whether it is a desk, airline seat or wayfinding system.

Whilst we design 'products' we are not Product Designers in the 'consumer' sense and although we design structures and environments we are not Architects either.

The area we occupy is the wide expanse between product design and architecture, designing for manufacture, developing information systems and creating spaces for people to live and work in and to pass through and enjoy.

We describe this as designing *'User products and spaces'*.



Process

Although our work is varied, most projects tend to follow four similar stages from brief to completion.

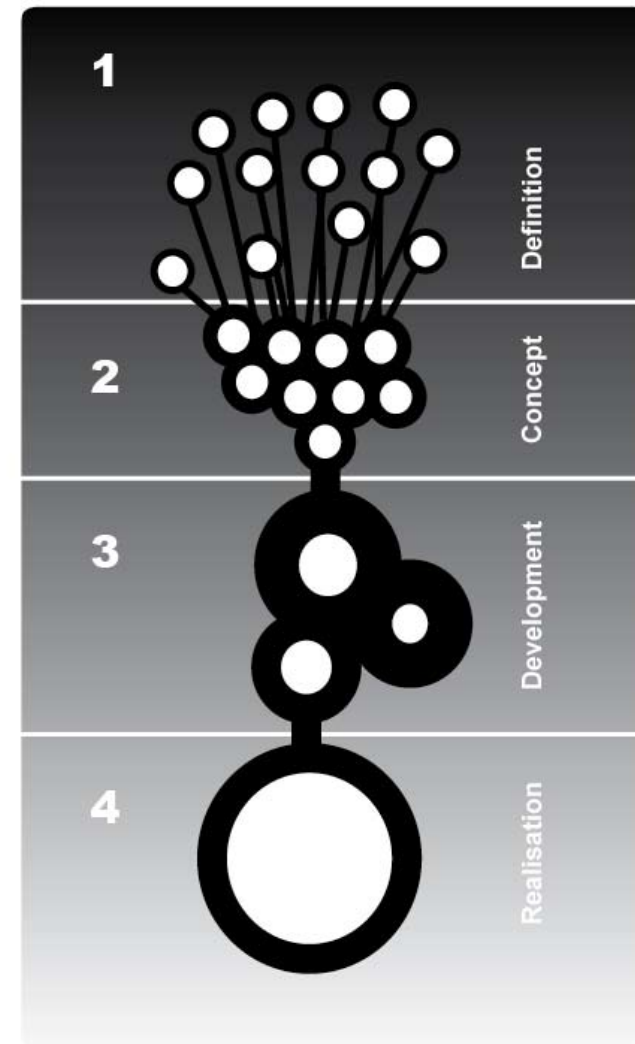
Stage one is about the gathering of information, ideas and inputs leading to the second stage where concepts are created and explored.

Stage three is where concepts are tested, refined and reduced to a clear direction and stage four is where detail is applied, running through to completion or implementation.

At each stage we place an emphasis on communication and the management of resource and expectations.

Throughout a project we will constantly compare the work undertaken with the brief and ensure constraints of time and budget are met.

Whilst responsible for the work we do, we welcome the involvement of others and so subject to any given project often act as co-ordinator and catalyst.



Our four stage process

Skills

Our user focus and skills work across all sectors of our work.

The products we design often start with a structure or form of architecture. The component parts, whilst mass-produced, often need to fit together in a variety of ways in a systemised approach and everything we do relates in some way to a specialist environment. We describe the skills we have as being experienced in the design of systems, structures and spaces.

We aim to be innovative, and respect project constraints. We are familiar with operating in areas where volume, tooling, materials and processes set specific challenges.

Working extensively in the street and office furniture sectors as well as retail and the built environment (urban realm), requires a clear approach to problem solving, an innovative approach to design and manufacture, all supported by reliable project management.

Structures

Systems

Spaces

Modular Bus shelter system
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Approach

Understanding that each sector and client is different, we have developed a very flexible way of working, which can be tuned precisely to client, project and budget needs.

Typically working to a brief and a fixed fee, our involvement will start before the brief is issued. Supporting the client we are able to help define the objectives, deliverables and time scale. Budgets will vary depending on the sector and client. We understand this and will adapt the scope of project to suit, whether our client is a community group or a major international manufacturer.

In the case of **Ollerton**, their exceptional manufacturing quality is the result of their very particular approach, technical expertise and attention to detail.

Developing designs to update the successful Festival bench range, we were able to fit with their way of working. We brought fresh ideas and skills they did not have, whilst respecting the value of their unique approach and ability to interpret concept design.



Sectors

We work across three key sectors which connect through our user focussed approach.

Workplace - design

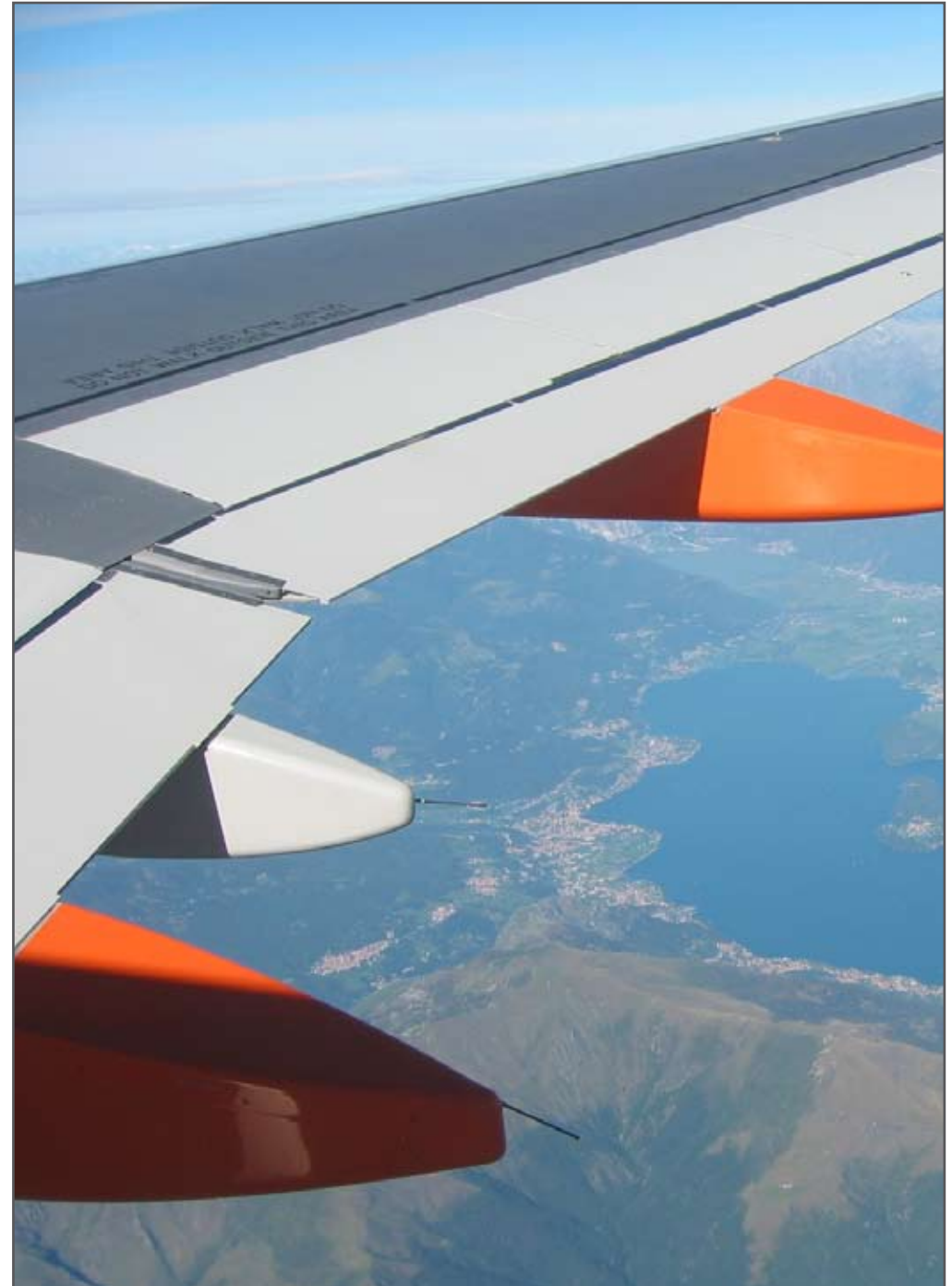
- Office systems
- Seating and ergonomics
- Technology integration
- Office environments
- Workplace practice

Travel - design

- Cabin environments
- Information provision
- Amenity development
- Service and logistics

Urban - design

- Street furniture and amenity development
- Advertising structures
- Wayfinding and information systems
- Heritage interpretation
- Regeneration programmes
- Bids and feasibility studies



Product

For millions of people worldwide the office has become synonymous with work. As an invention of the 20th Century, the workplace has given rise to a dedicated form of architecture and cultivated a specialist industry of manufacturers, theorists and experts.

Driven by successive waves of automation, new technology and social change, the office is no longer the rigid clerical production line associated with corporate organisations of the 1950's. Instead, many organisations have evolved into knowledge rich environments, which are more about team activity, supported by ubiquitous technology in a space reflecting an egalitarian culture.

Although the essential role of furniture within the office is to support human activity, the approach adopted across the industry (manufacturing office furniture) ranges from the supply of commodity desks, chairs and storage, through to highly evolved products which respond to the need for flexibility, human interaction and the integration of technology.

Articulating a deep understanding of work-place trends and practice has promoted our dependency on technology and exposed the new work-place to be one, which must support groups of permanent workers, nomads and home-workers alike.



Cubix designed for Herman Miller

Product

Whilst we have choices over where and how we work, the office as a place of work is unlikely to become obsolete. First and foremost an office is a place, which defines a culture and where groups of people come together to create ideas and generate wealth. Our work involves understanding this continual process of change, new technologies and workplace trends. It also involves an understanding of the user and the industry, which serves the workplace sector.

With considerable track record in this field, members of our team have experience gained from working with a large number of the UK manufacturers, as well as companies from mainland Europe, Scandinavia and the USA.

Today, we have two long-term engagements in this sector. We have worked with the Arenson Group from the beginning, they were our first real client and launched Touch in February 2007.

Arenson Group's Touch



Space

Travel is one area of work where we see all four of our sectors coming together.

In the case of an Airport, the check-in desk for the employee is a workplace, however from the passengers perspective requiring information and amenities, it is a public space. For the operators it is about moving people and generating revenue through retail.

In each area we have the specialist expertise drawn from the scope of work we undertake. This has recently been applied to Liverpool John Lennon Airport, where a programme has been completed to develop passenger information provision throughout the airport, including a design for a new help desk and retail area.

Previous experience includes working for airlines on the ground and in the cabin. We have also worked with rail companies above and below the ground as well as developing street amenities for TfL and Adshel, including taxi ranks and bicycle loan schemes to address the need for more sustainable transport.

Due to the intense patterns of use and high levels of wear, it is especially challenging to design innovative environments in the travel sector.

**Liverpool John Lennon Airport
Applied murals to support tourism branding**

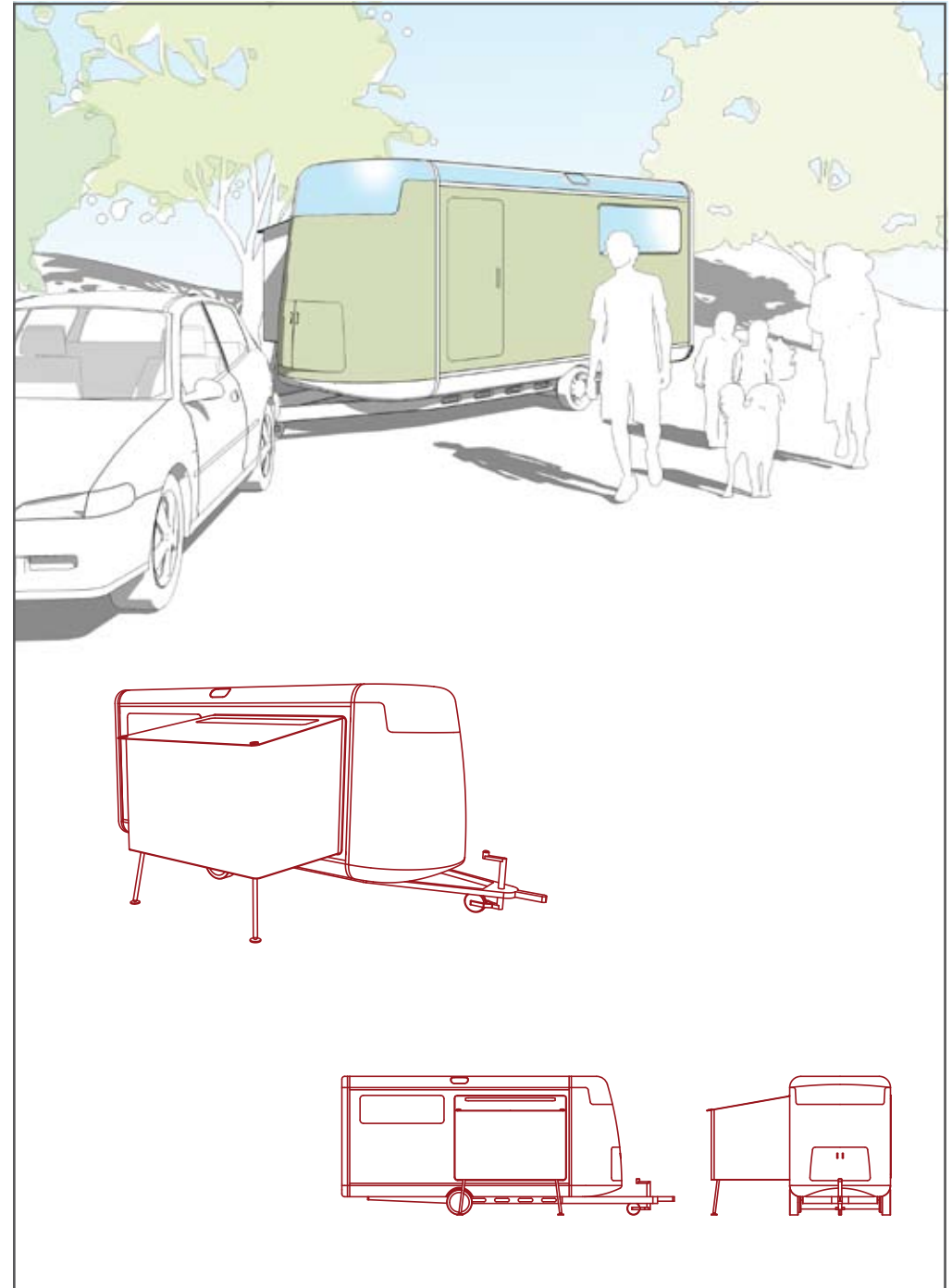


Space

Considering the airline industry in particular, weight, fire resistance, cost, crash impact criteria and maintenance, all influence the design of cabins and passenger amenities. However, despite airlines having the ambition to deliver a unique experience for the passenger, working within very tight constraints means that few can afford to be truly innovative.

Our objective is to think about the user and how best to utilise space around the passenger, and how the logistics can be tuned to deliver an appropriate service. Wherever possible, we would always try to push the boundaries of a highly regulated industry to develop meaningful and original solutions.

Combining our interests in all aspects of work, rest and play, we were keen to apply our thinking towards the design of a caravan - an intense mobile environment. We entered the Caravan of the Future competition in 2005 sponsored by the Caravan Club. Out of 300 entries ours was selected to form part of their centenary display at the Boat Caravan and Outdoor Show 2007 at the NEC in Birmingham.



Space

Due to waves of funding from Regional Development Agencies and the private sector, the UK has been gripped in a frenzy of regeneration for the past ten years or so.

Long-term strategies for urban renewal and regeneration can be triggered by a number of small interventions or, as in the case of the bombing of Manchester's City Centre - one single high profile opportunity.

Developing places people want to live in and visit is a sensitive balance of insight, diplomacy and vision.

We have past experience of working with private sector companies as in the case of Adshel - to develop advertising led street furniture programmes in the UK, Europe, USA and South America.

More recently we have worked with City Councils such as Chichester District Council and Liverpool City Council to develop projects, which range from strategies for regeneration to pedestrian signage or wayfinding. We have also worked with local communities to help interpret their local heritage and define a unique sense of place.

Creating systems of information, the content, the placement and the structures bring together a range of skills and disciplines. To deliver projects like this there is a need to understand that the more conventional single corporate client is often replaced by a large group of 'stakeholders', who expect and deserve to be consulted with.

**Planting scheme for Midhurst -
Midhurst Town Centre Improvement
+ examples of mapping and
Connecting Liverpool**



Space

Civic Pride is expressed by the desire to create a unique or memorable environment. Creating a sense of place either by interpreting and expressing local heritage or projecting a vibrant forward looking image is all part of Urban Design.

Between the landmarks created by Architects or the structure of a master-plan, the environment needs a layer of amenities and interventions to support activity on a human scale.

We are not architects, but have an understanding of how people use spaces and how spaces need to function. We work to support the big vision, paying attention to details, which can often be overlooked in favour of creating 'monuments' rather than user environments.



Performance area for public square

Space

With the growth of E-commerce, traditional retailers have had to dig deep to find new ways to exploit the 'pleasure' of shopping in the high street. Creating an experience and developing prominent brands aimed at specific shoppers is a combination of science and art.

The 'Art' comes in the form of retail design, a specialized discipline, which works to tight deadlines, precise budgets and high ambitions. The resulting retail spaces are complex and demanding environments, designed solely to generate revenue.

The retail design role, like so many of our areas of work often starts with the design and build of the shell or space, but then brings together a number of other design skills from the design of physical elements such as retail fixtures and through to the application of visual merchandising and branding.

Working between the many specialists including the store manager, we act as guardians co-ordinating each piece of the project and keeping the objectives and programme in view.

Retail Development
- to support local growers and producers



Space

But away from the conventional high street however, exploiting a retail opportunity has become increasingly important to a range of other environments from galleries to airports. In this instance, retail can be used either as an element to enhance the visitors experience or as an alternative but essential source of income.



**Development of Museum Shop
- St. George's Hall - Liverpool**



Summary

We trust this brief introduction to BroomeJenkins has been interesting and will lead to further discussions and hopefully collaboration.

Across the scope of our work we experience a wide range of expectations, possibilities and constraints. In each case, we approach our clients and their projects with a firm commitment to develop original solutions, which are both viable and inventive.

Whilst we have positioned the user at the centre of our approach, we understand that issues change from sector to sector. In some areas this means a greater emphasis towards the power of the consumer and the value of the brand.

However, our interests are varied and professionally we have worked in a number of diverse areas, but find our focus on the user is universal.

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