

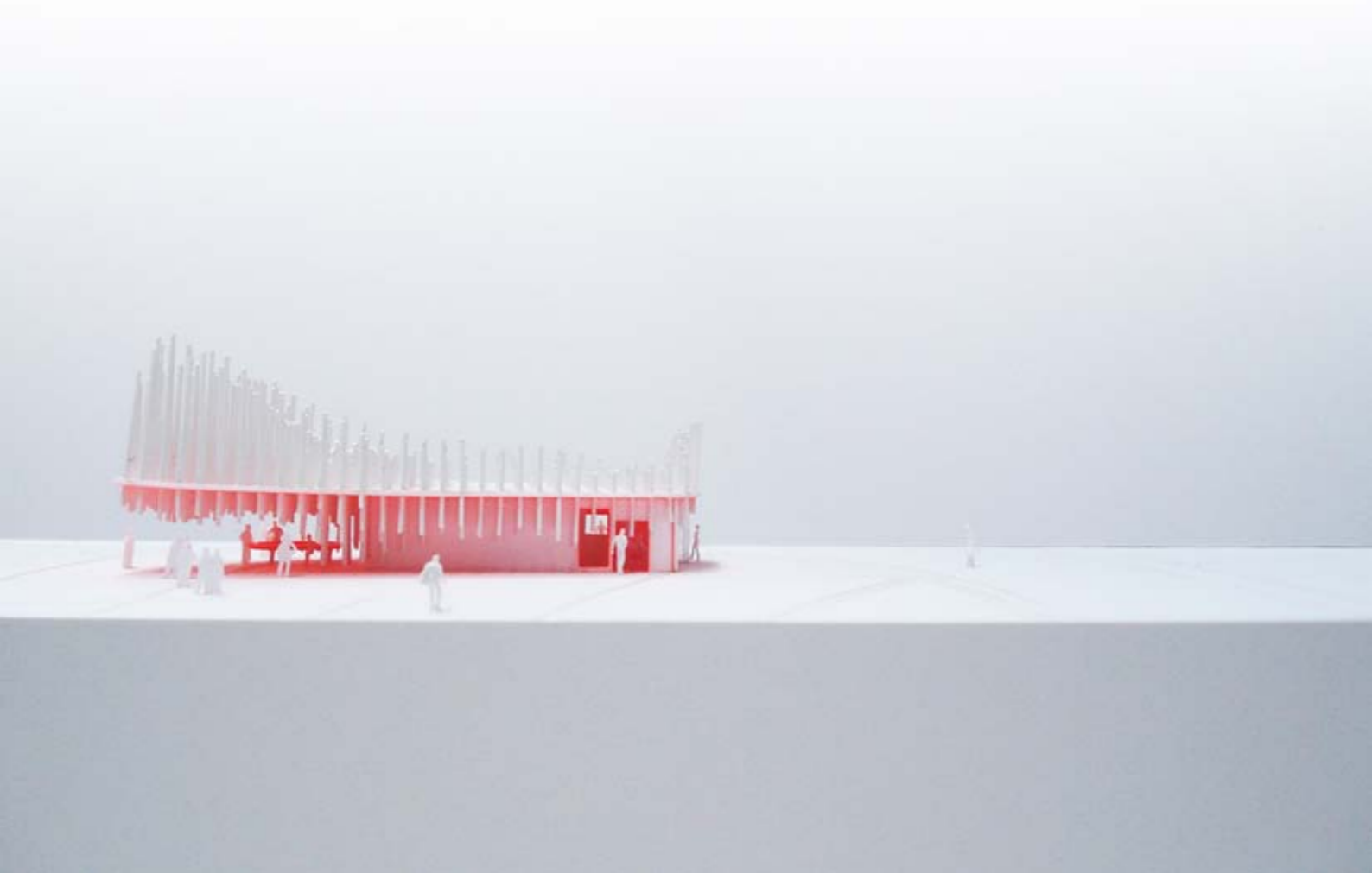


opposite page, top:
The Cloud's form suggests an ephemeral entity that identifies the building on the skyline without undermining the existing condition

opposite page, middle:
The Tourist Information Centre provides a starting point for the exploration of Weston-Super-Mare and its surrounds

opposite page, bottom:
Aerial photograph of Weston-Super-Mare

below:
Cloud Model Photo



Our proposal for the new Tourist Information Centre creates a dynamic "Cloud" that floats above the horizon of Weston-Super-Mare's seafront.

It is an attraction, a delight and a curiosity that purposefully draws people from all around to find out more, to ask questions and to explore. It appeals to old and young, provides information and assistance, and offers shelter from wind or rain, all year round. It is both building and landscape, art piece and functional building.

An array of needles reflects the flow of movement made by people below, capturing the energy of Weston-super-Mare as both destination and starting point. The form signals nearby arcades and bars, or guiding visitors further afield to the northern part of the town beyond the pier. Purposefully ambiguous the 'Cloud' performs many functions and blurs the boundary between building, landscape and display case.

Appealing to a child's eye level as well as an adult's, it is never the same building twice. It is always shifting and changing like the sky, the sea and the weather. It is a device that brings you being in contact with the place.

The building responds to night & day, winter & summer conditions as an ever changing source of attraction and information. Arranged and accidental meetings under the canopy in the summer will lead on to a delightful winter lighting display bringing a welcome escape on dark nights.

