

# Relocation: Rename

# 1

- Key Aspirations:**
- Creating a future-facing proposal that recognises historical identity but establishes a new landmark in the neighbourhood.
  - Improved identity and relationship with the community.

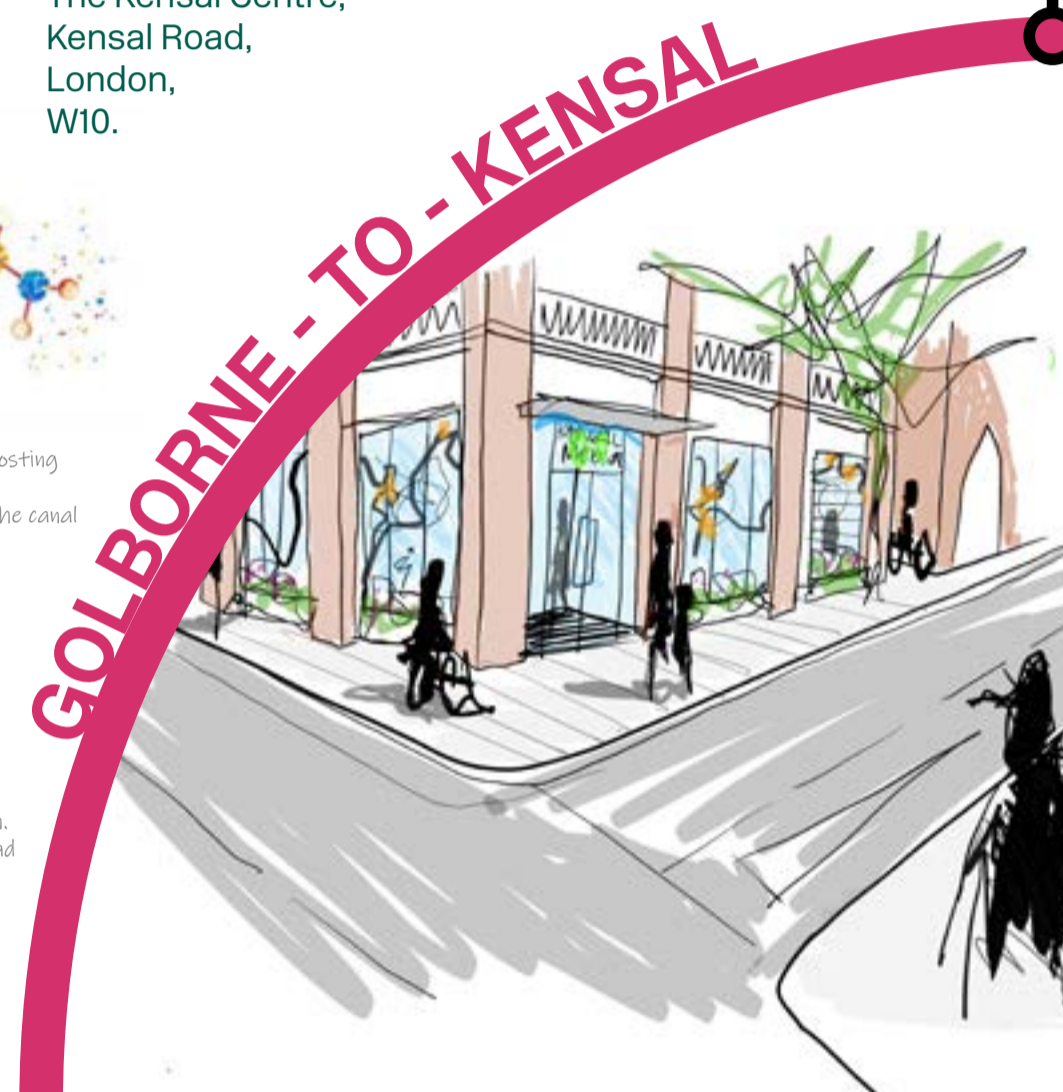


Our new logo idea: Serotonin is a happy hormone that is responsible for boosting our mood and other important functions. KENSAL MEDICAL sits in the heart of KENSAL Town, near the canal and next to Emile Horneham's Pleasance Park.

Local: We are moving only a short distance to a prominent and accessible ground floor location. The nearest bus-stops include Bosworth Road Stops (14K).



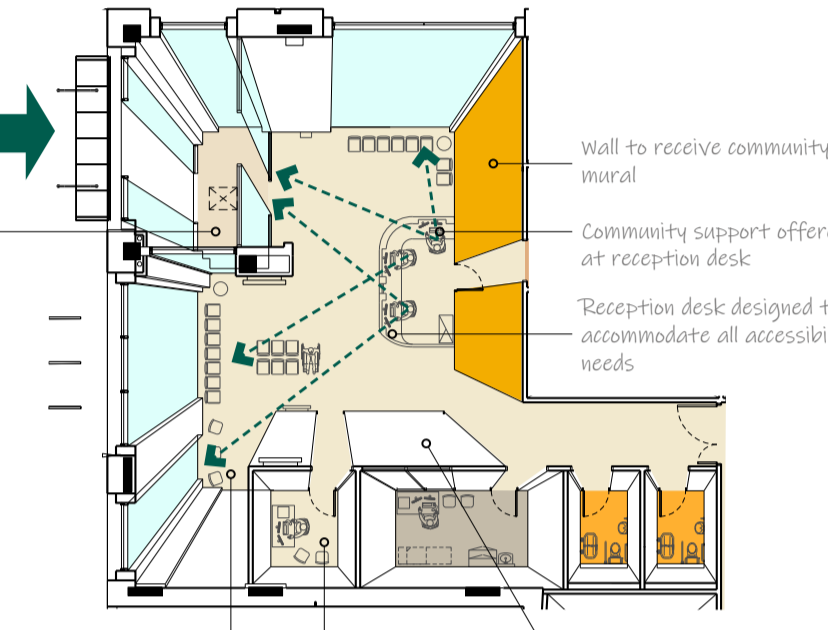
**KENSAL MEDICAL**  
The KENSAL Centre,  
KENSAL Road,  
London,  
W10.



# Arrival: Identity

# 2

- Key Aspirations:**
- This new home will be a positive product of community engagement.
  - It will represent the diversity, vitality and talent of the local area.
  - Ambition to offer further services and support.
  - An inclusive healthcare setting for all, open and inviting.

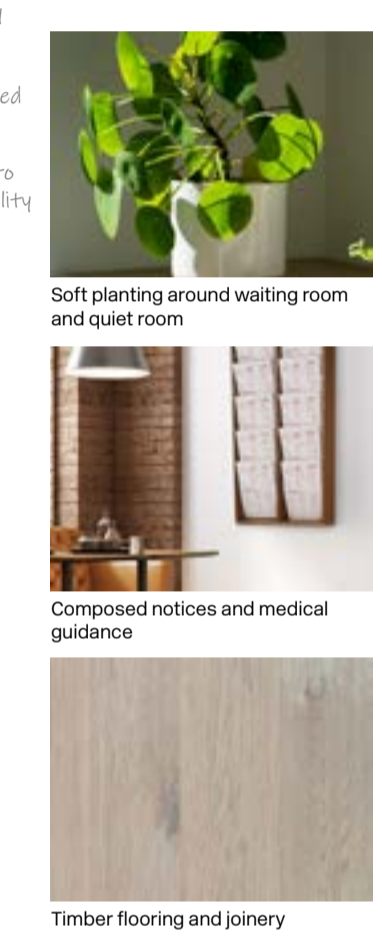


Children's corner with toys, puzzles, small furniture, TV for cartoons

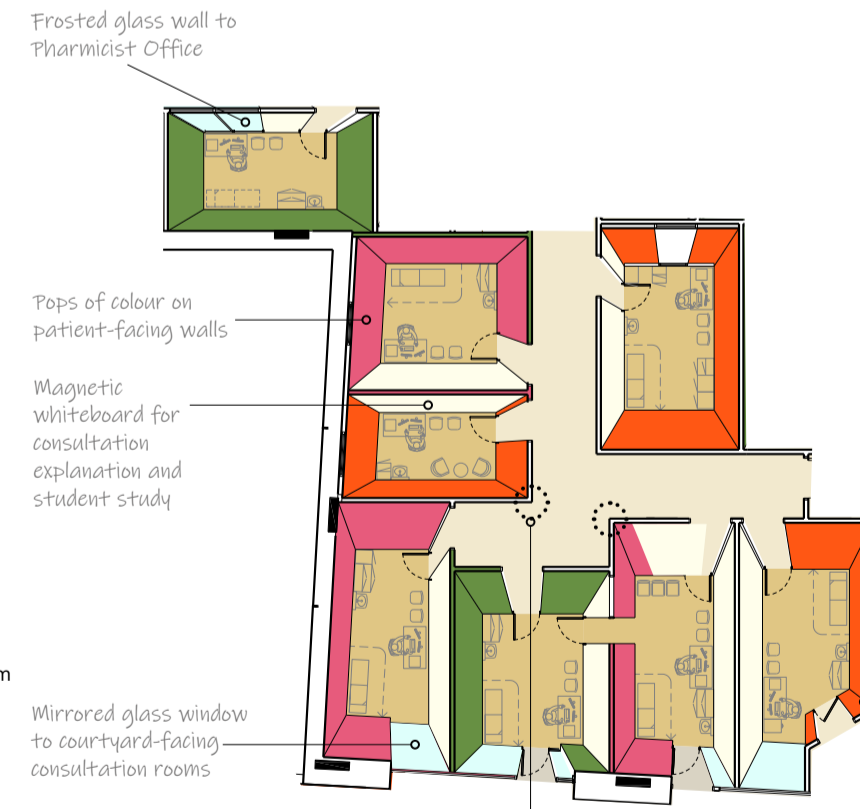
Quiet room for breastfeeding, private discussion. Incorporates infolding wall to be opened for community events

Proposed location for name call board and composed notice board

**Social Sustainability**  
An inclusive development that adds social value to the local community & building occupants



**Comforting**  
Carefully chosen colours and finishes that create a more domestic, comforting feeling sit alongside clinical equipment, featuring modern lighting and furniture. The use of natural finishes, and colours that are taken from the natural world, all have an important soothing effect, in conjunction with the award-winning clinical services offered, this can create an inviting and welcoming setting for all patients and users alike.



Consultation spaces:  
Uplifting, clean, bright environment  
Warm, timber furniture where possible  
Colour scheme: non-medical colours - pinks, greens, yellows

# 3

# Consultation: Personality

- Key Aspirations:**
- Deliver a state-of-the-art building, and enhanced patient and medical staff experience.



Artificial skylight for visual connection to nature

Abundant built-in storage, made from sustainable materials



**Wellbeing**  
A building that creates a positive healthcare environment, and facilitates a productive workplace

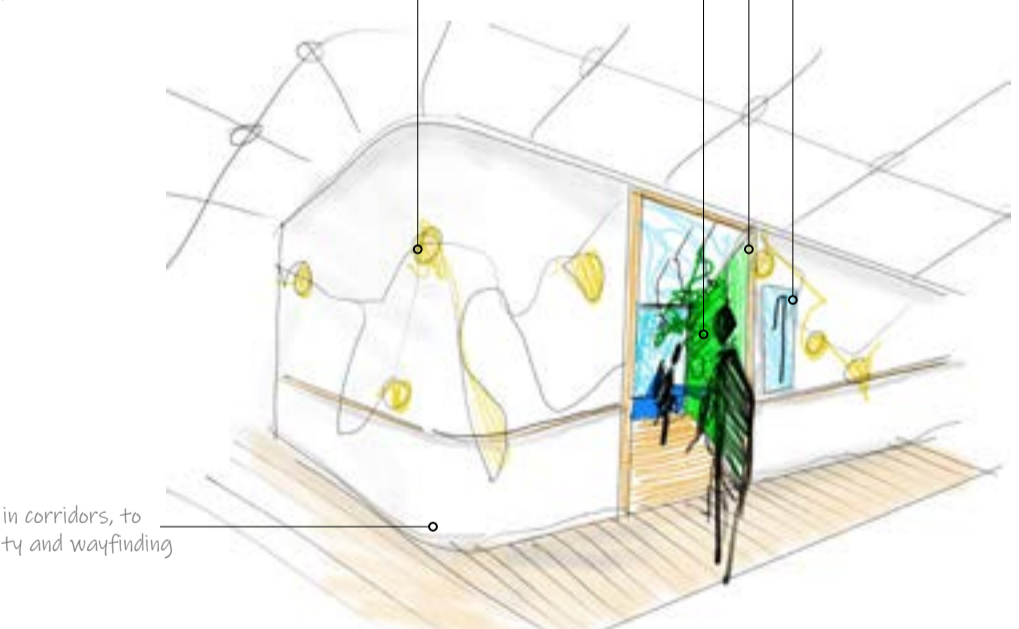
Circulation spaces:  
- calm, clean, white, bright, neutral, natural  
- safe corners  
- consistent timber joinery throughout, where possible - birch-faced plywood

Cordelia Cembrowicz mural applied to corridor walls, to guide patients to consultation rooms. Offers an attractive, joyful, uplifting patient setting.

Playful pops of colour and daylight beyond doorway

Timber door frames

Signage to be designed



Radius-ed corners in corridors, to enhance accessibility and wayfinding



Soft corners, calm corridors Maggie's Centre, Ab Rogers

Cheerful, bright colours for fresh interiors Maggie's Centre, Ab Rogers

Satin stainless steel door levers Algood

# 4

# Human: Care

- Key Aspirations:**
- Provides a building that enhances the patient and staff experience, humanising the medical and technical as far as is possible, without compromising efficiency.
  - Create spaces that are joyful and uplifting.
  - Celebrate access to nature, both visual and physical, to promote wellbeing.

# Relocation: Rename

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### Key Aspirations:

- Creating a future-facing proposal that recognises historical identity but establishes a new landmark in the neighbourhood.
- Improved identity and relationship with the community.



Brand new building, brand new address  
Kensal Road



Park view of new premises  
From Emslie Horniman's Pleasance Park



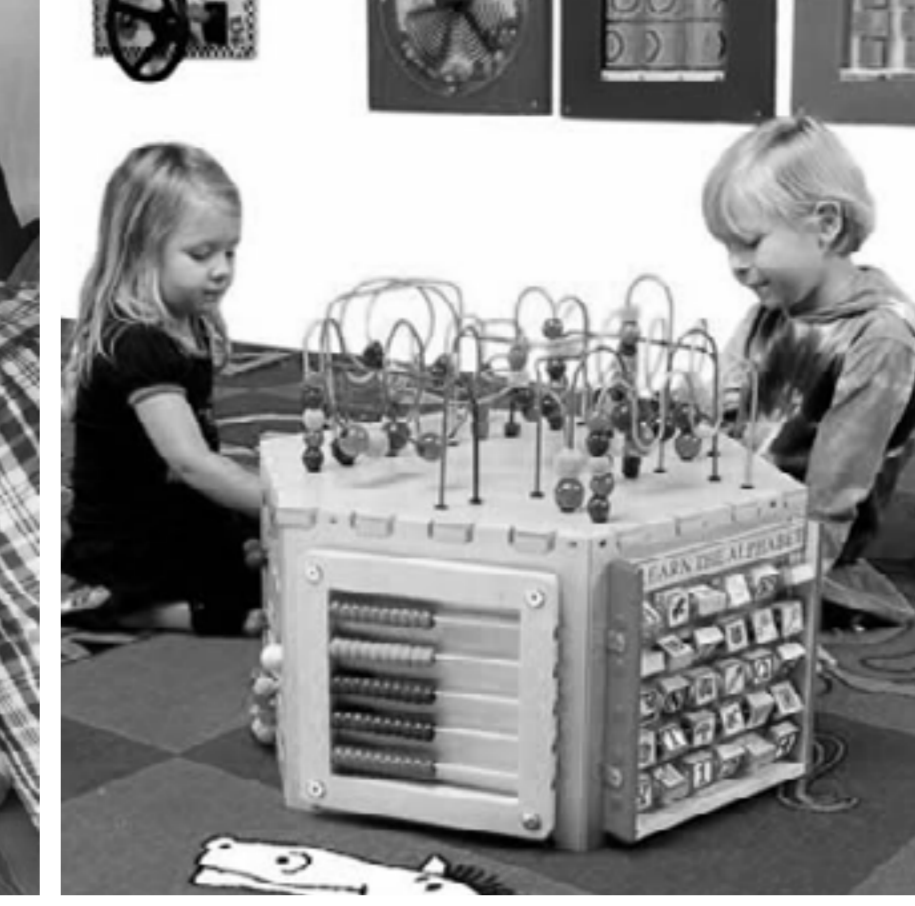
Local artist, Cordelia Cembrowicz,  
to create dynamic mural



Local joiners to fabricate the timber  
or plywood reception desk



Waiting room to serve dual purpose  
as community facility for events such  
as Crafternoon / coffee morning



Children's corner to distract and  
relax before appointment

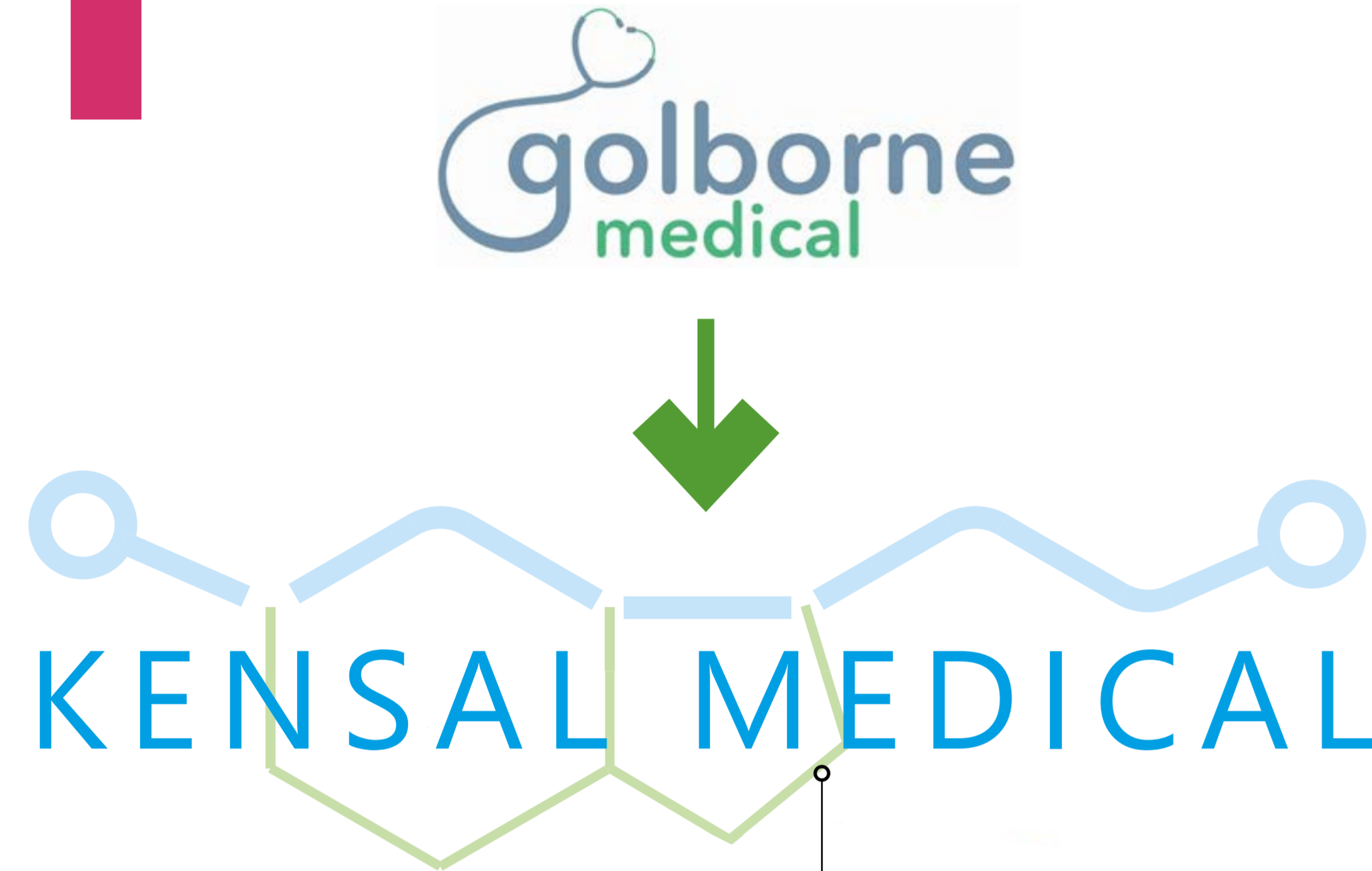
# Arrival: Identity

# 2

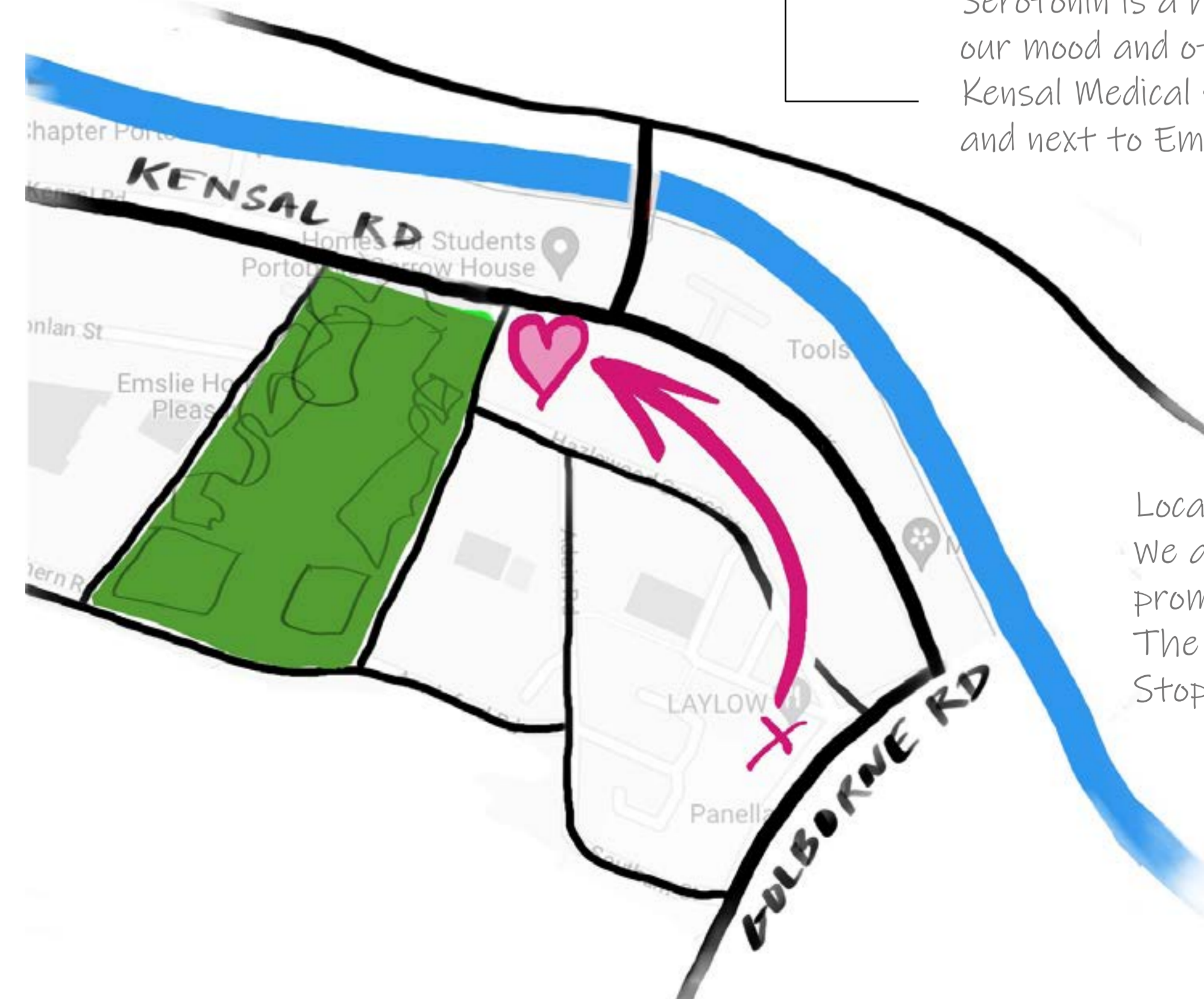
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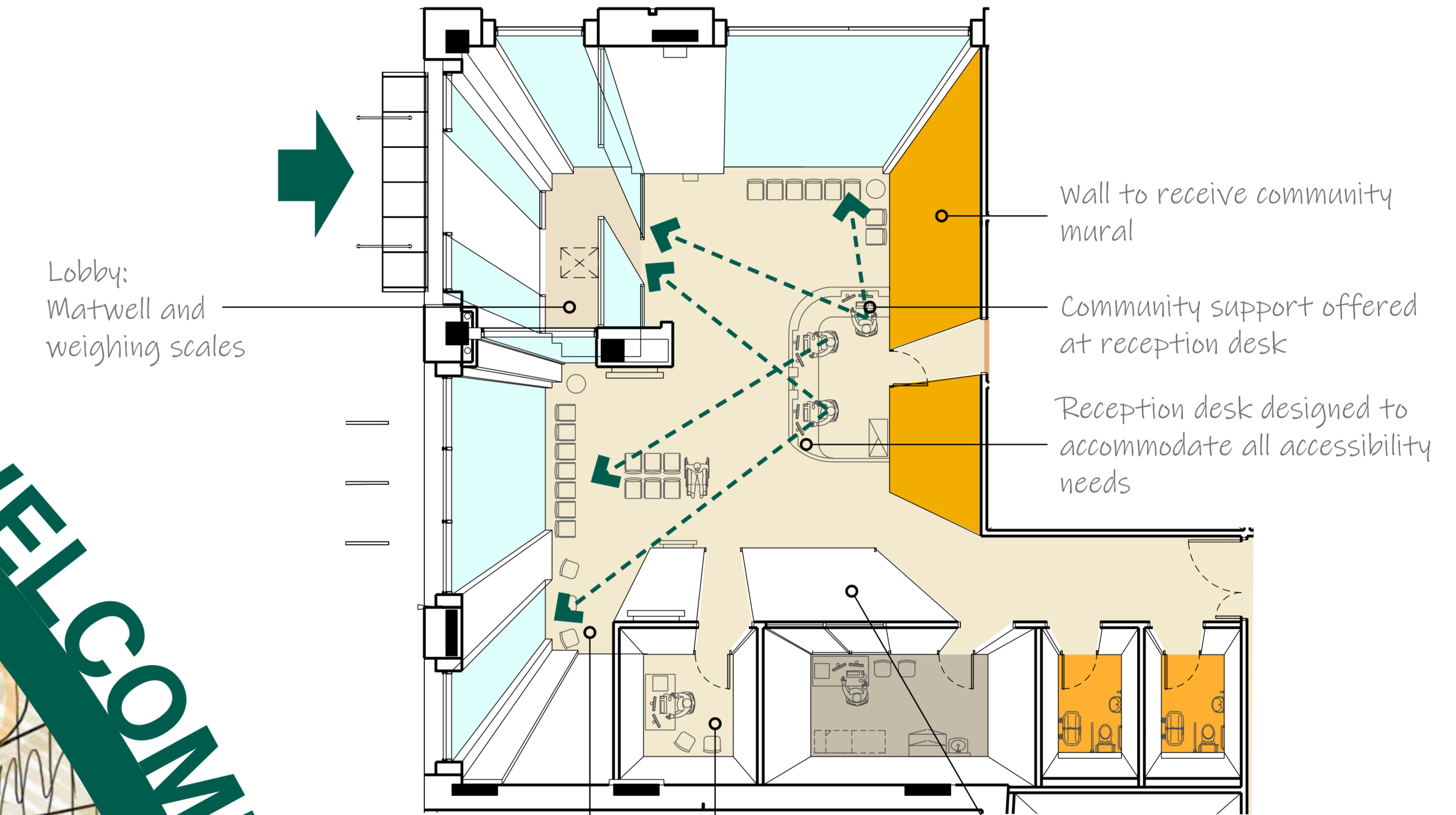
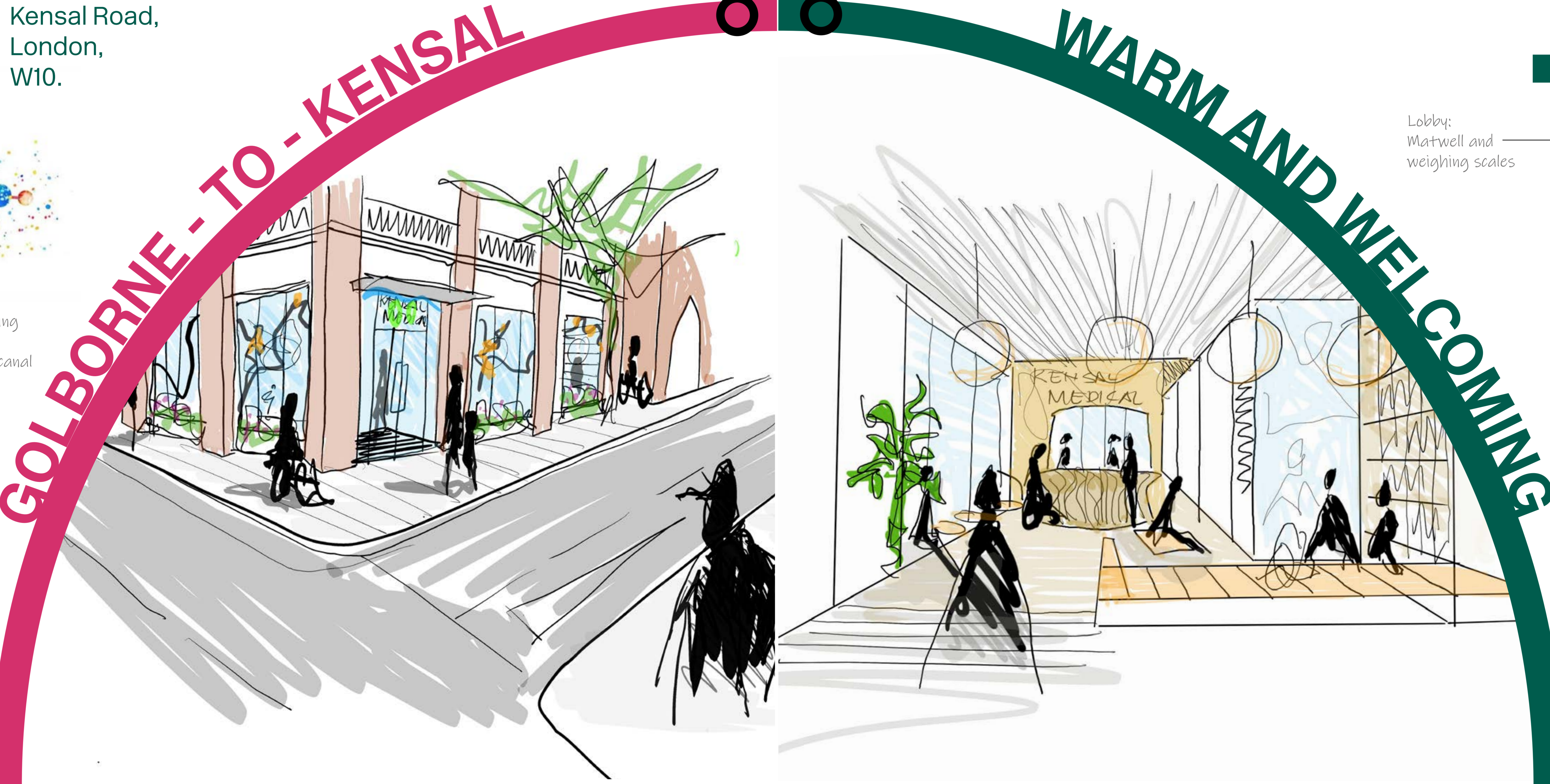
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our mood and other important functions  
Kensal Medical sits in the heart of Kensal Town, near the canal  
and next to Emslie Horniman's Pleasance Park



Local:  
We are moving only a short distance to a  
prominent and accessible ground floor location.  
The nearest bus-stops include Bosworth Road  
Stops G+K



Lobby:  
Matwell and  
weighing scales

Wall to receive community  
mural  
Community support offered  
at reception desk  
Reception desk designed to  
accommodate all accessibility  
needs

Children's corner  
with toys, puzzles,  
small furniture, TV  
for cartoons

Quiet room for  
breastfeeding,  
private discussion.  
Incorporates  
bifolding wall to  
be opened for  
community events

Proposed location  
for name call board  
and composed notice  
board



Soft planting around waiting room  
and quiet room



Composed notices and medical  
guidance



Timber flooring and joinery

**Social Sustainability**  
An inclusive development that adds social value  
to the local community & building occupants



Unique colour-scheme and room identifier per consultation room



Formica magnetic laminate white board wall for patient consultations and teaching



Soft planting in every consultation room

**Comforting**

Carefully chosen colours and finishes that create a more domestic, comforting feeling sit alongside clinical equipment, featuring modern lighting and furniture. The use of natural finishes, and colours that are taken from the natural world, all have an important soothing effect. In conjunction with the award-winning clinical services offered, this can create an inviting and welcoming setting for all patients and users alike.

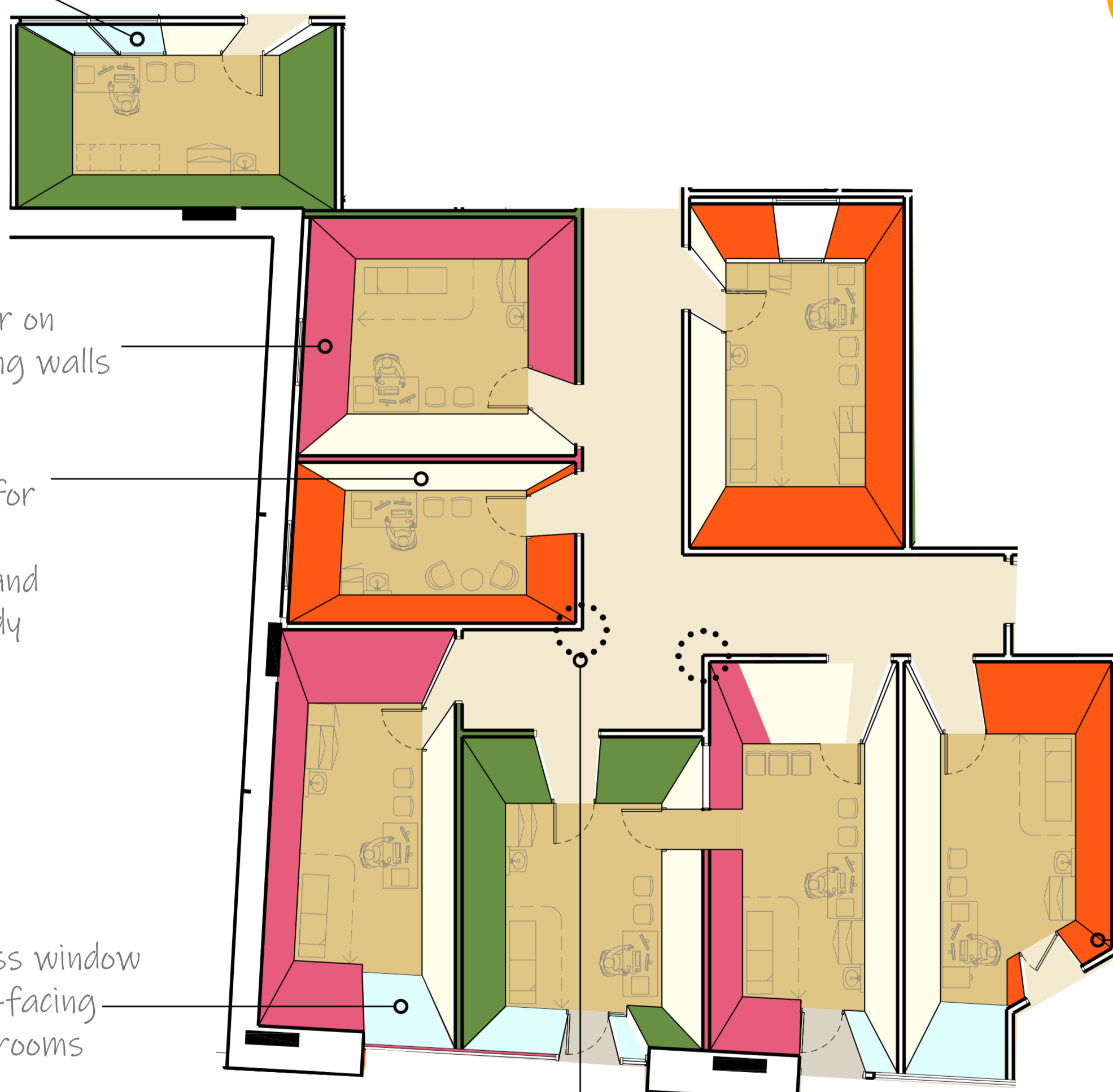
Frosted glass wall to Pharmacist Office

Pops of colour on patient-facing walls

Magnetic whiteboard for consultation explanation and student study

Mirrored glass window to courtyard-facing consultation rooms

Opportunity to soften corridor corners



**CLINICAL EXCELLENCE**

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Uplifting, clean, bright environment  
Warm, timber furniture where possible  
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**Wellbeing**

A building that creates a positive healthcare environment, and facilitates a productive workplace

**HUMAN EXPERIENCE**

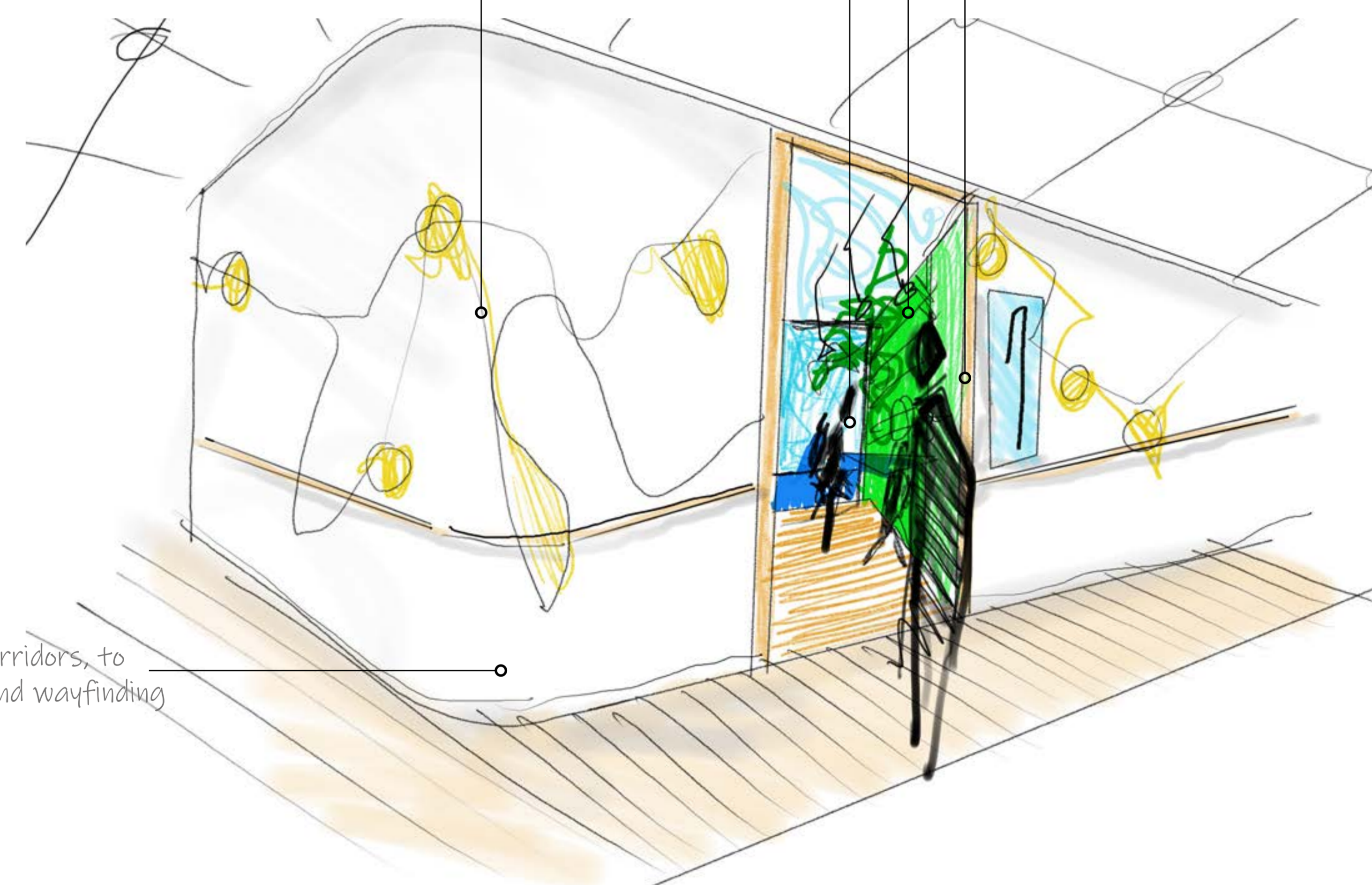
Circulation spaces:  
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- soft corners  
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**Consultation: Personality**

TH Design



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Maggie's Centre, Ab Rogers



Cheerful, bright colours for fresh interiors  
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**4**

**Human: Care**

TH Design

# Navigation: Wayfinding

# 5

