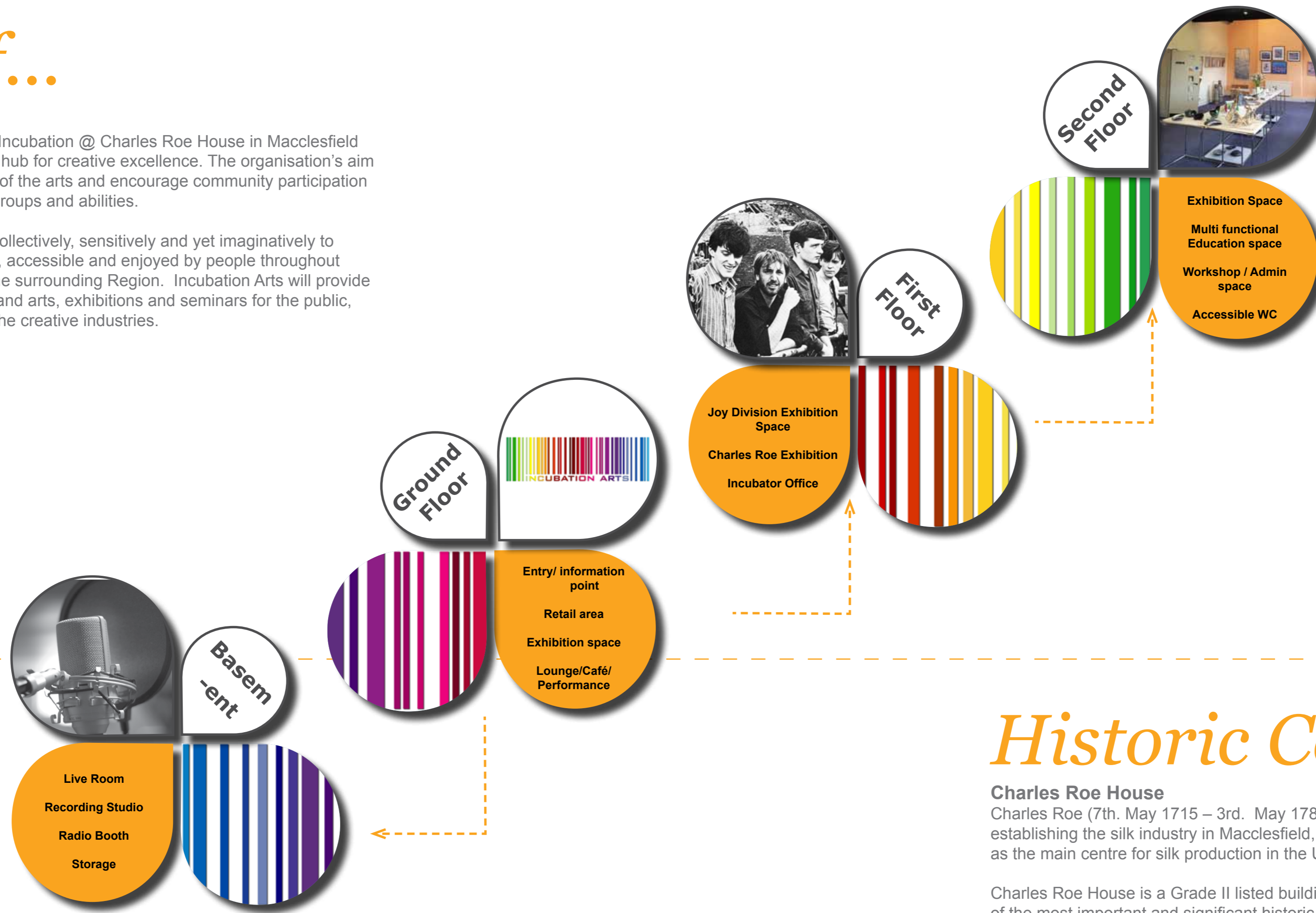


## Brief...

### Vision

The development of Incubation @ Charles Roe House in Macclesfield will provide a central hub for creative excellence. The organisation's aim is to raise the profile of the arts and encourage community participation by targeting all age groups and abilities.

All parties will work collectively, sensitively and yet imaginatively to make the arts visible, accessible and enjoyed by people throughout East Cheshire and the surrounding Region. Incubation Arts will provide workshops in music and arts, exhibitions and seminars for the public, educationalists and the creative industries.



## Historic Context...

### Charles Roe House

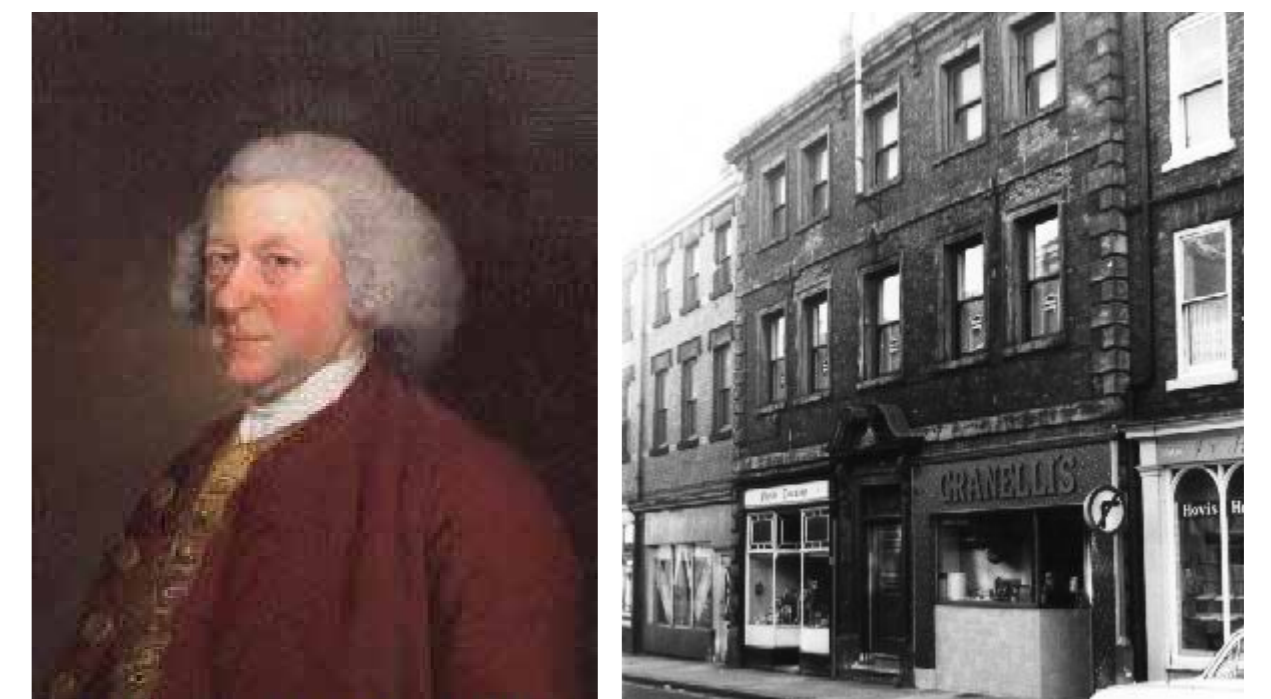
Charles Roe (7th. May 1715 – 3rd. May 1781) played a key role in establishing the silk industry in Macclesfield, and in establishing the town as the main centre for silk production in the UK.

Charles Roe House is a Grade II listed building, built in 1753. It is one of the most important and significant historic buildings in the town. Originally a combination of two 17th century properties, it was extensively 'modernised' in the early to mid 18th Century Georgian period, with 19th Century alterations and 20th Century, major restoration.

Although Charles Roe House was used for ground floor retail during the 1960's to late 70's (the Macclesfield family of Granelli, had an ice cream parlour/ and milk bar in the right hand frontage) it was Martin McMillan, a local philanthropic businessman, who restored Charles Roe House to its major glory, keeping all changes with the character of the original Charles Roe House.



Local entrepreneur and philanthropist Martin McMillan OBE and Vice Chair of the Halle Orchestra 1981



Charles Roe

Charles Roe House 1960

*"Incubation Arts is to be an art and culture centre anchored by Joy Division, a cornerstone in the cultural life of Macclesfield. Incubation Arts is committed to being a relevant, responsive and responsible partner in the artistic cultural and economic development of the Town and beyond where the experience of art brings people together."*

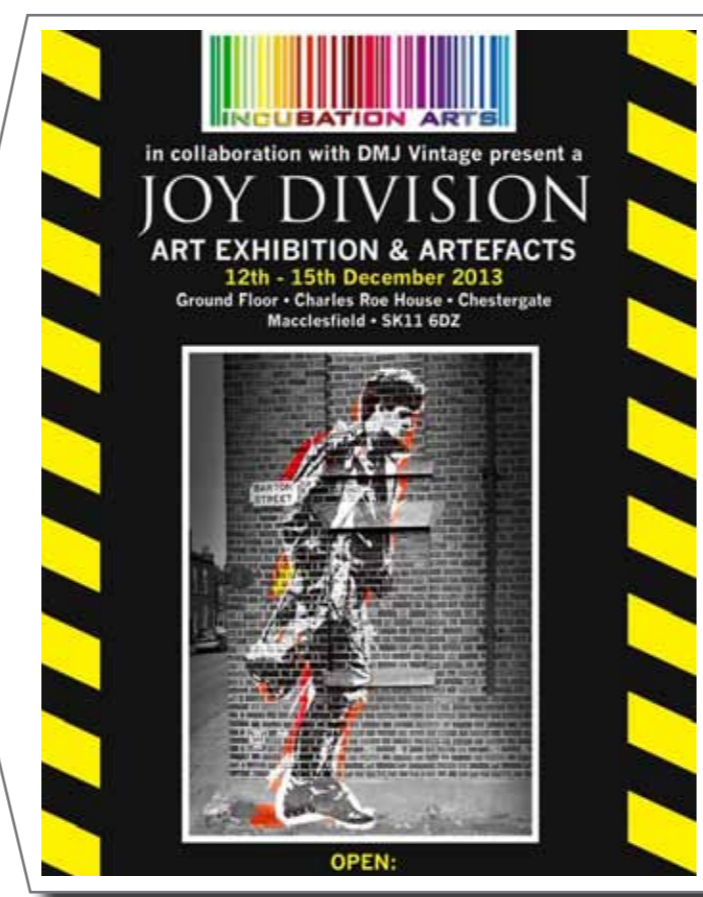
INCUBATION ARTS vision document 2014 page 7

## Joy Division...

Joy Division and Ian Curtis are very much icons of this rich tapestry of Macclesfield's street scene, with the tight, characterful channelled terrace view and hint of civic realm. One could imagine - how often did Ian himself wander down from Barton Street and surround himself with a sense of "Northern Town" upbringing and localism by taking in the distant views to Christ Church tower, the mills and their chimneys and the ever present Town Hall, Parish Church and market place area, sitting atop the highest part of the town.

Indeed the name 'Incubation Arts' was derived from Joy Division's instrumental music track 'Incubation' and relates directly to the creative process.

Currently there is no physical memorial in the Town to the band. The significance of Joy Division and the potential for a permanent exhibition to attract wide-spread interest is evidenced by the substantial numbers of visitors. It is estimated that 2,500-5,000 people from around the world visit Ian Curtis's memorial in Macclesfield cemetery annually, and his former home in Barton Street. Over 2,000 fans travel from Manchester to Macclesfield on Joy Division Music Tours each year.



## Current Site...



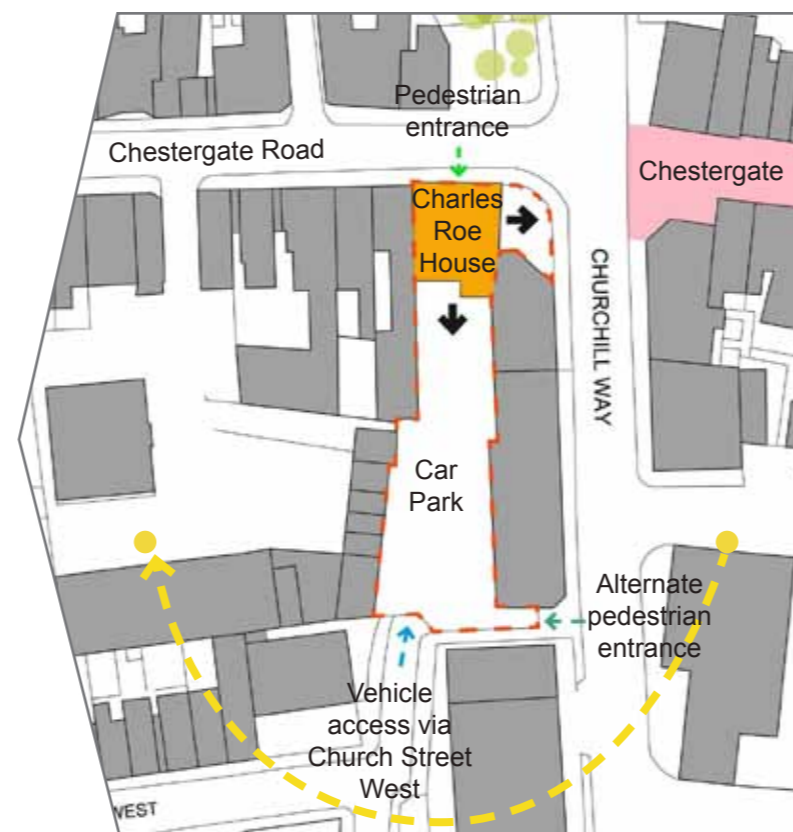
Front elevation from Chester Gate



Rear elevation from the car park



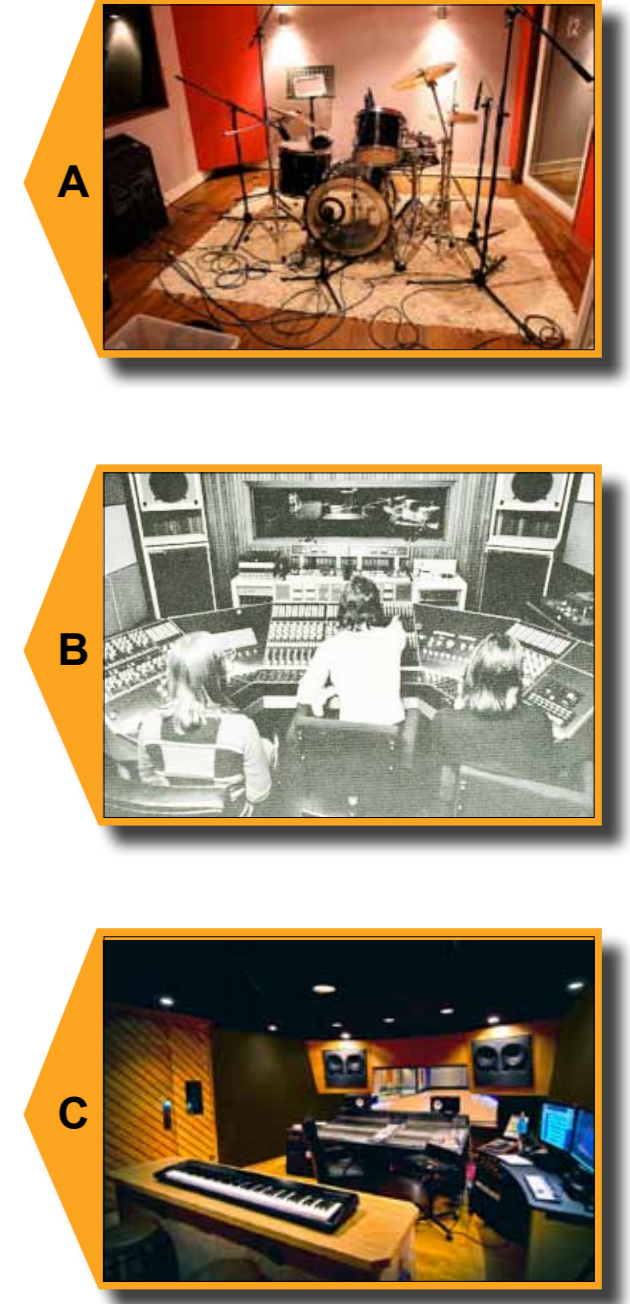
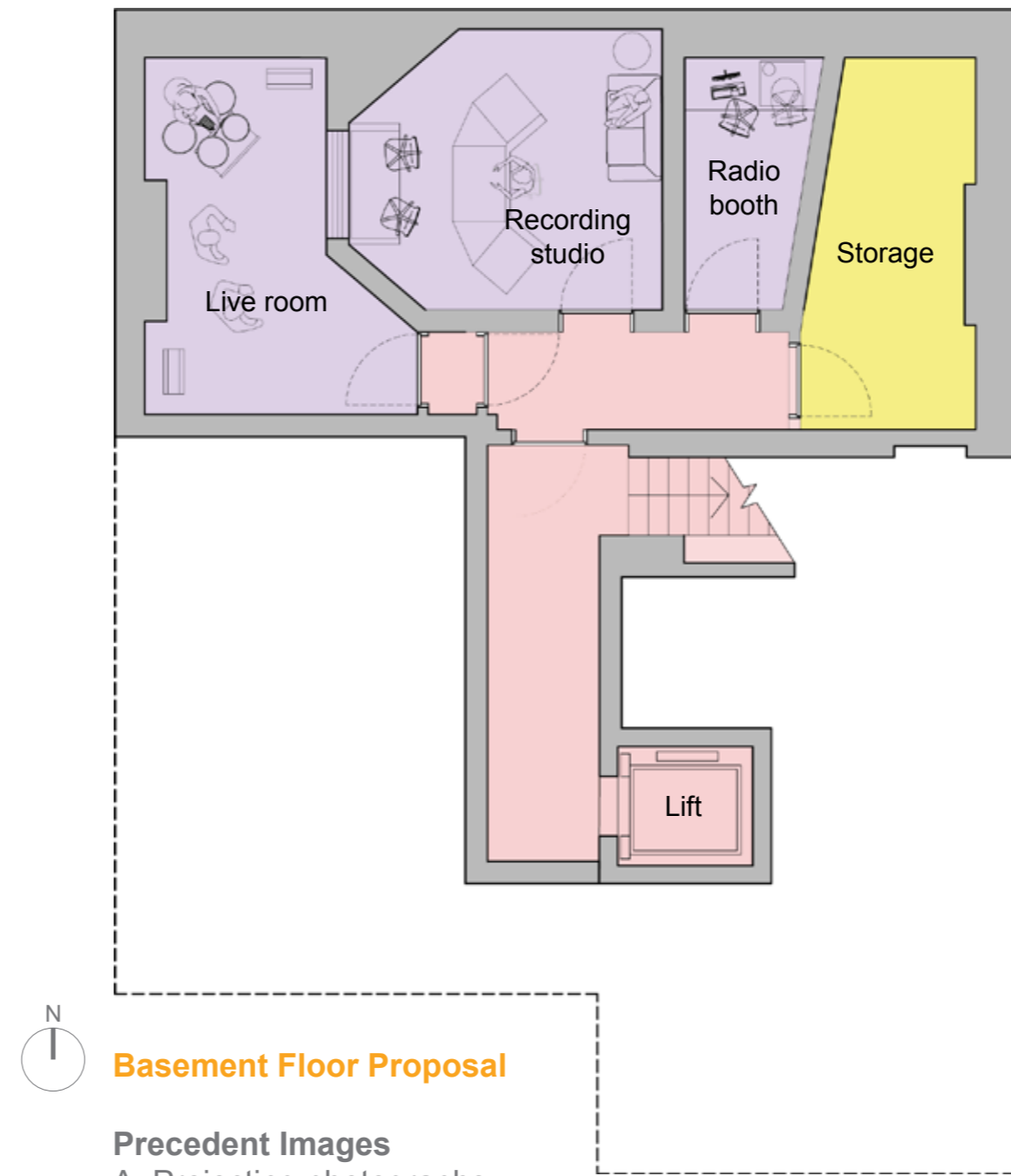
Feature staircase and Viennese window



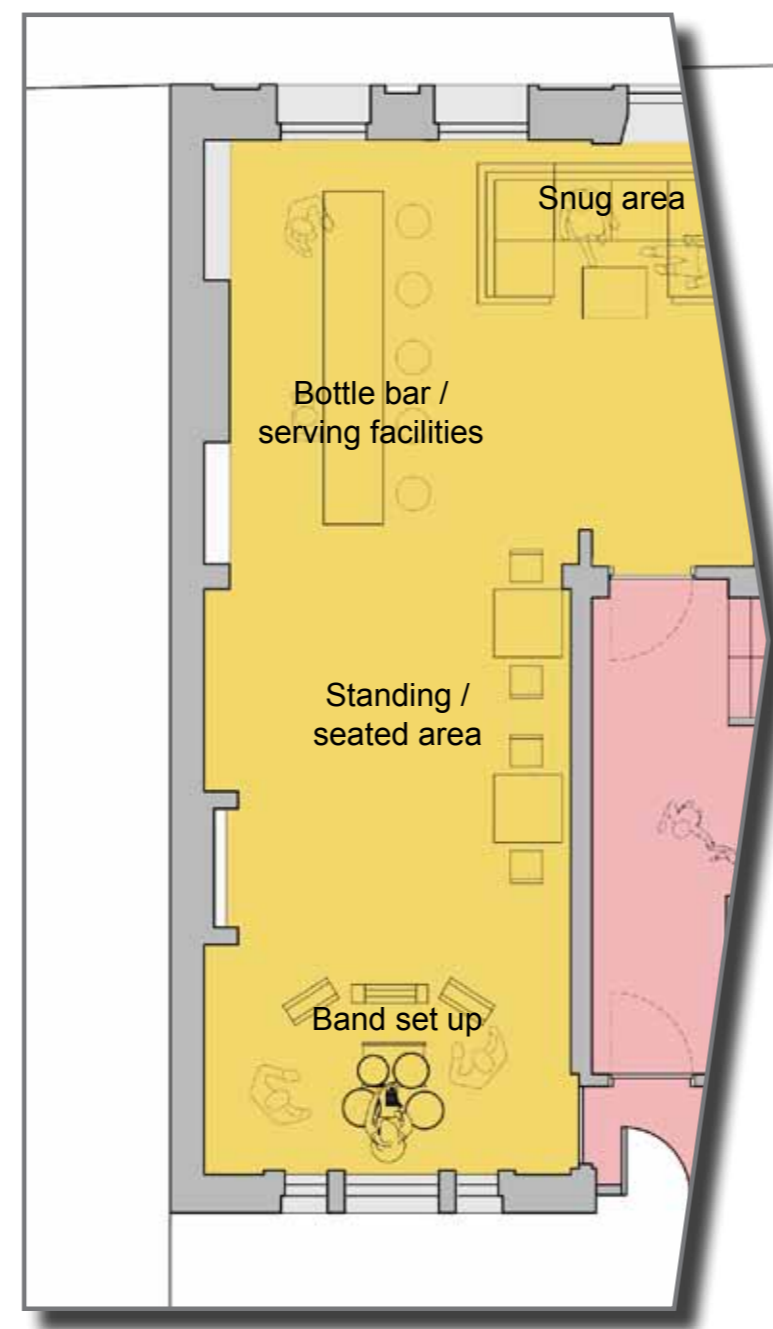
# Proposed Plans...

The proposals attempt to retain the Listed Building character of Charles Roe House whilst adding a new approach entrance visible from the pedestrianised part of Chestergate. This creates a key feature of the Churchill Way Junction. The internal layout contains a progression from initial visitor informal entry to the higher galleries. All floors accessible via a new lift but equally via the retained resplendent staircase. Music practice and recording, featuring the original Helios Strawberry Studios sound deck can be accommodated in the basement – with again, ease of access via steps or lift.

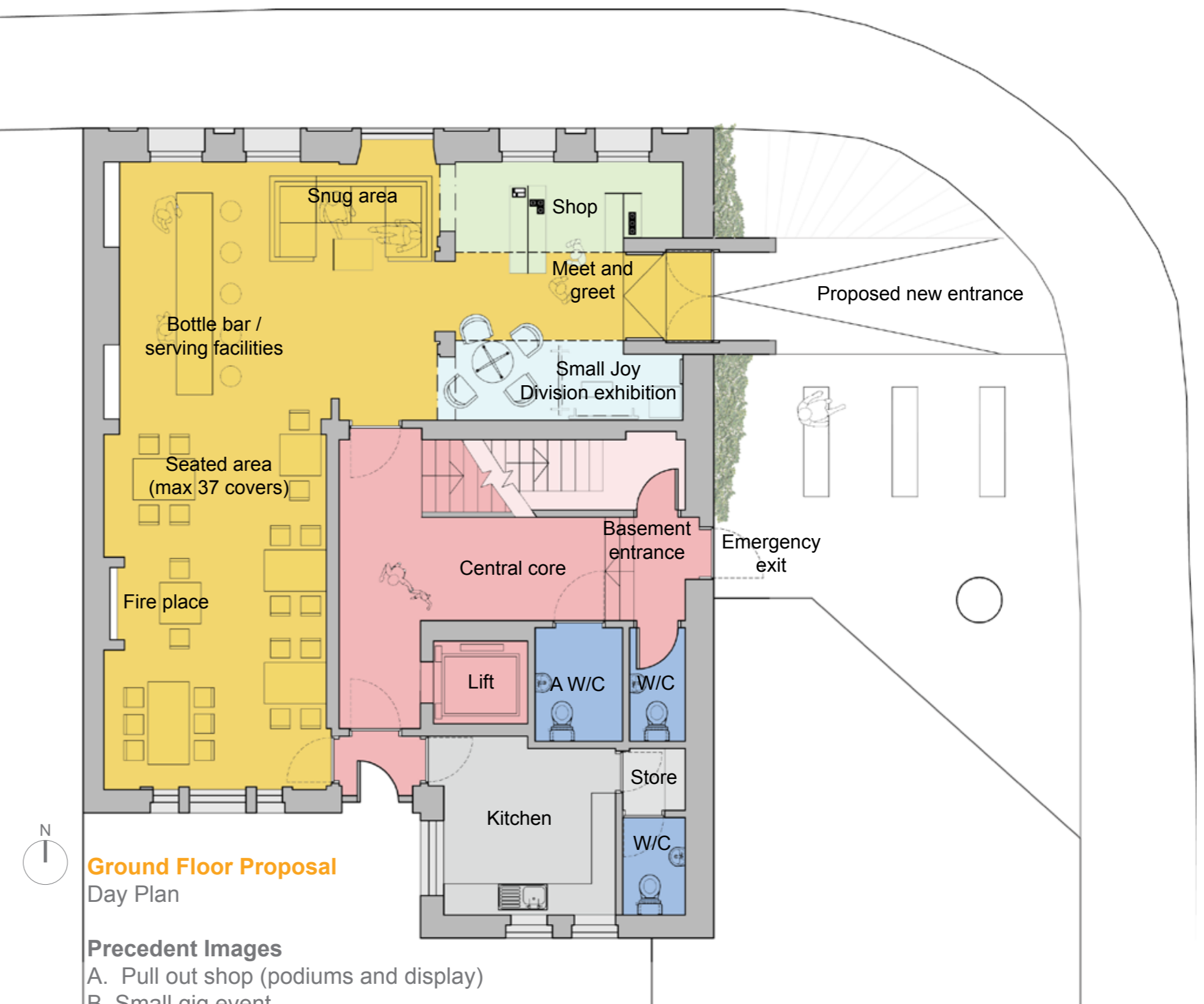
- Key
- Circulation
  - Cafe/Bar
  - Exhibition
  - Shop
  - Education
  - Toilets
  - Staff



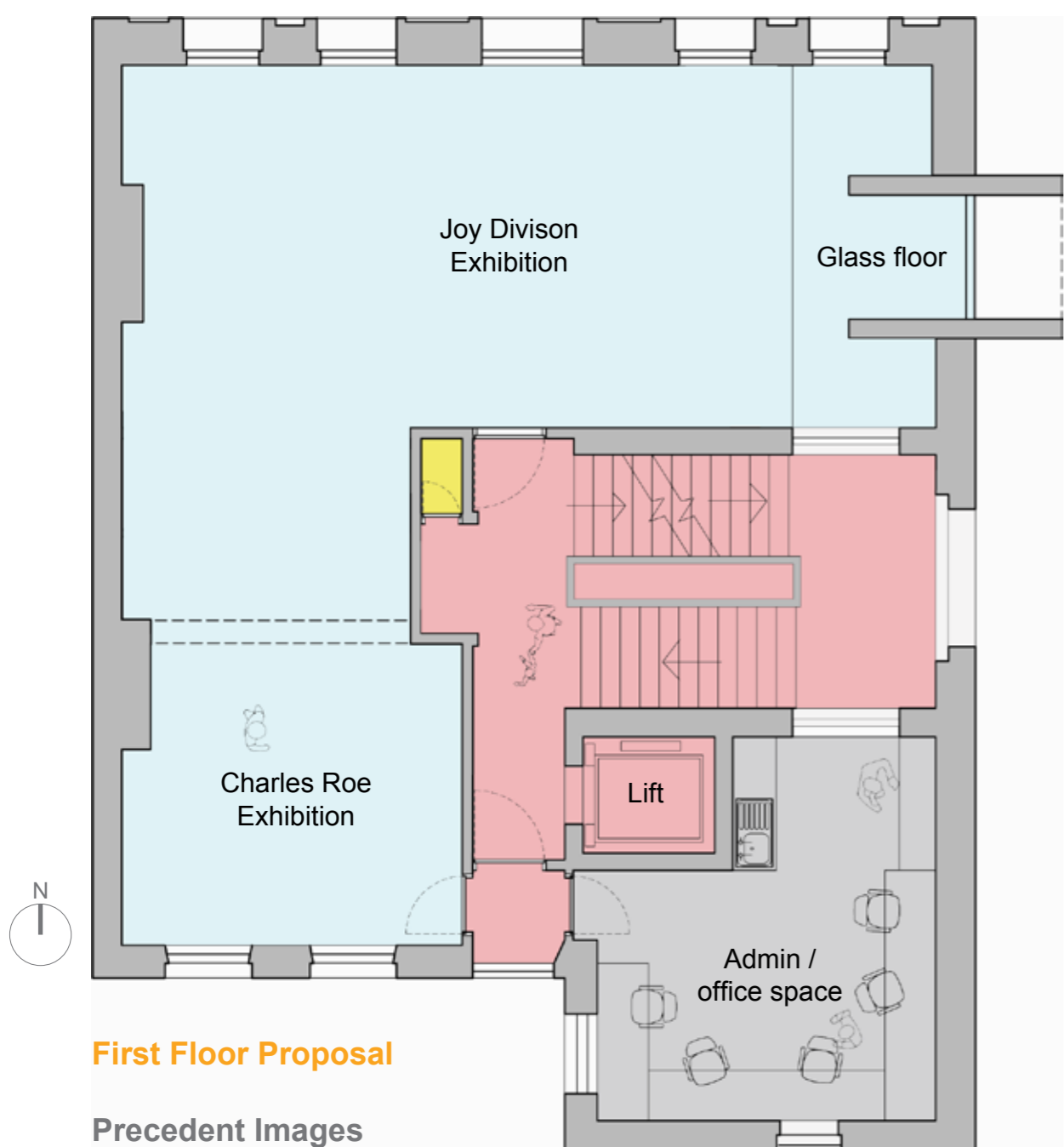
**Basement Floor Proposal**  
 Precedent Images  
 A. Projecting photographs  
 B. Interaction with musical  
 C. Glass floor



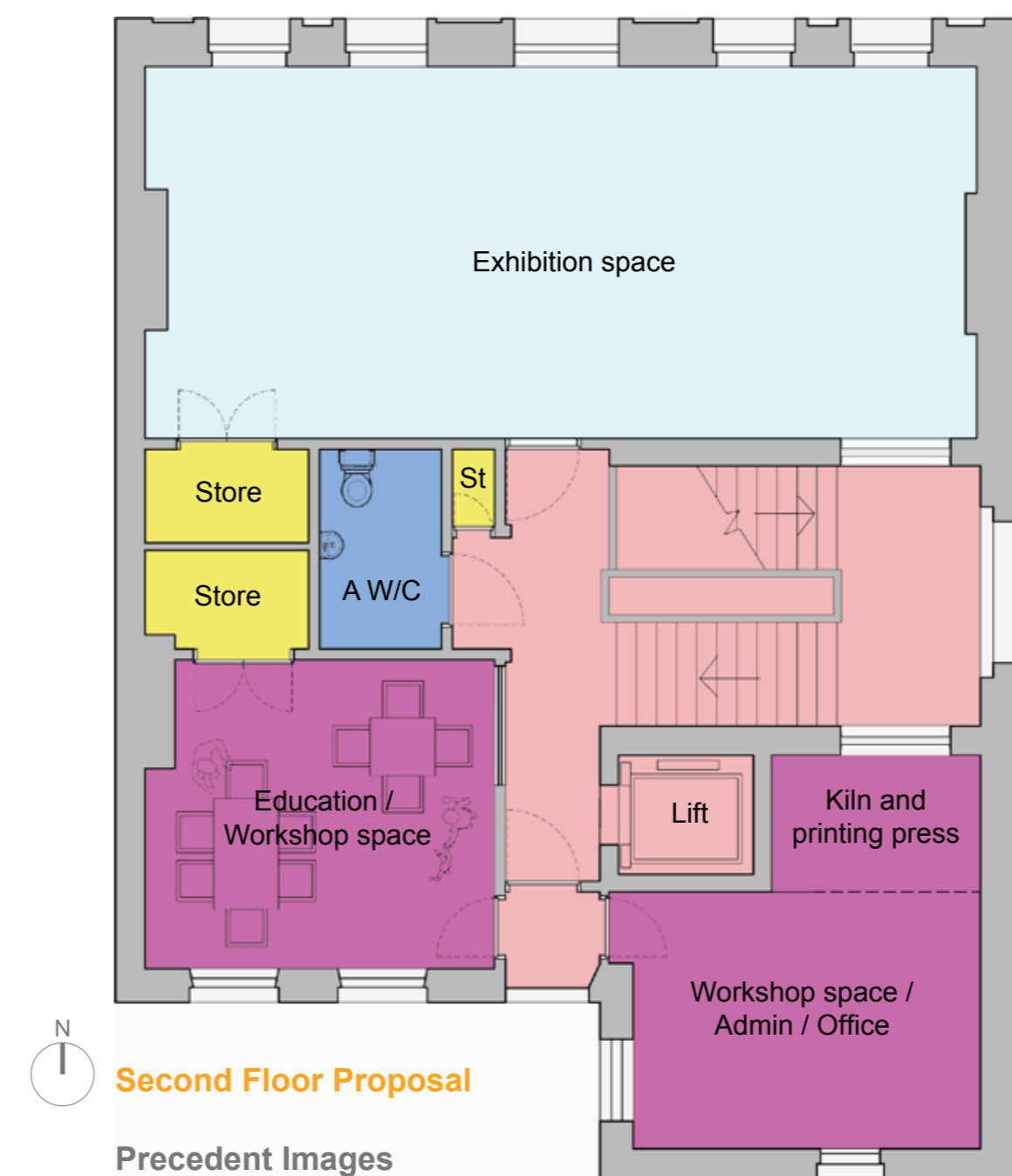
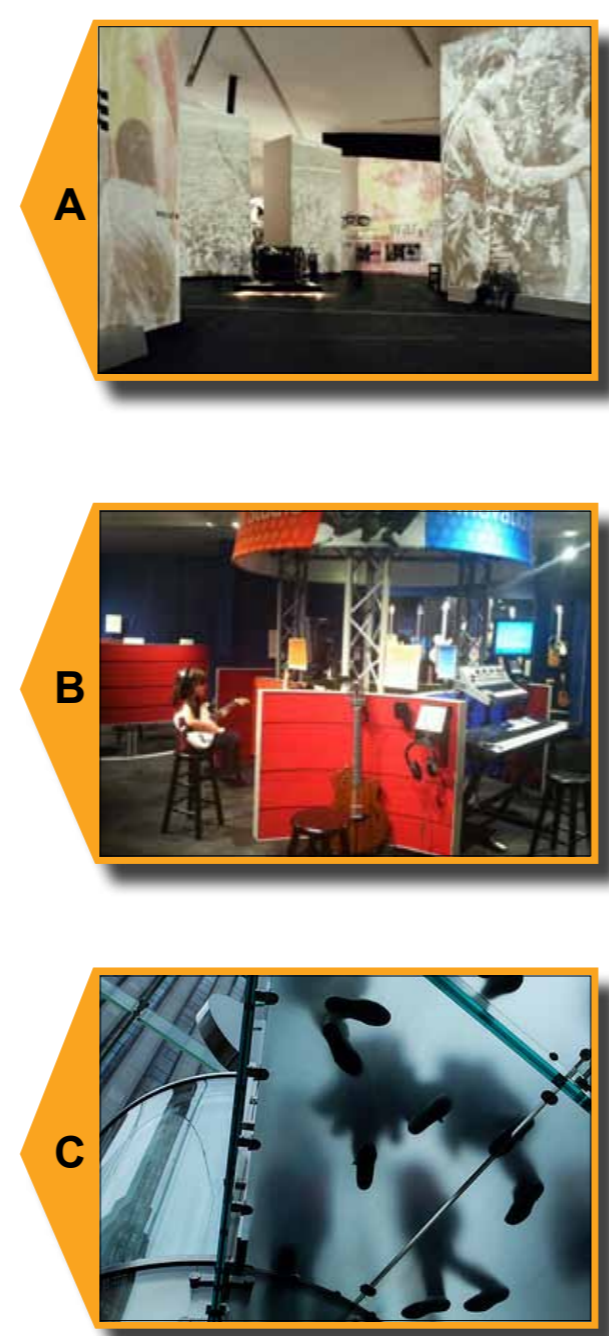
**Ground Floor Proposal**  
 Night Plan



**Ground Floor Proposal**  
 Day Plan  
 Precedent Images  
 A. Pull out shop (podiums and display)  
 B. Small gig event  
 C. Camp and Furnace Bar, Liverpool  
 D. Serving cabinet



**First Floor Proposal**  
 Precedent Images  
 A. Projecting photographs  
 B. Interaction with musical instruments  
 C. Glass floor



**Second Floor Proposal**  
 Precedent Images  
 A. Artist gallery space  
 B. Workshop environment





Metal framework  
influenced by record  
album

First floor exhibition  
visible to street

New entrance  
protruding from  
existing east elevation

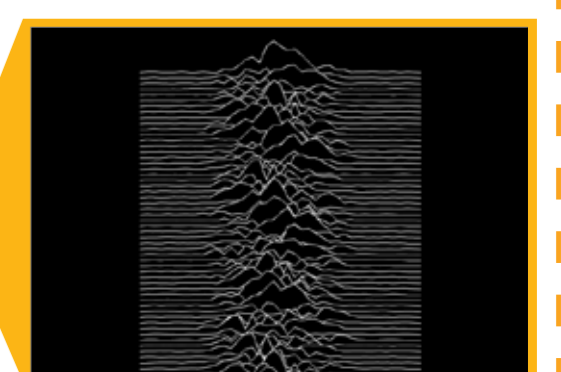
Commissioned art  
piece in memory of  
Ian Curtis

## Design Approach...

- Re-establishing the historical context of Charles Roe House
- Becoming a key element in the wider Macclesfield development scheme, creating a new node within the masterplan.
- Creating an exciting new accessible entrance and entrance plaza to the east that creates a new relationship between Charles Roe House and the main pedestrianised shopping area of Chestergate.
- Providing a central hub for creative excellence within Macclesfield
- Art/Design Memorial to Joy Division and the memory of Ian Curtis.
- Redesigning the existing layout to create flexible spaces for workshops and exhibitions



Living wall



Joy Division album cover



Translucent mesh skin