

NIHAD JAFAROV =  
CARCULT CLUB  
LONDON



## AUTHOR STATEMENT

The project site is at 35 Great Eastern Street, Shoreditch, London EC2A 3ER. The building is known as the American Carwash building. It was constructed circa the early 1960s as a multi-storey concrete car park above a ground-floor car wash. The structure is a reinforced concrete core with 10 floors with a rooftop. The original function was also supported by back car elevator tower. Over time, the upper floors became largely unused and were covered with street art and graffiti. The building is a local visual landmark in Shoreditch but is not officially heritage listed. It reflects post-war utilitarian brutalist architecture typical of 20th-century urban infrastructure. Photography documentation appears in the series London – C-print mounted on aluminum, and is signed by Rut Blees Luxemburg (German, 1967). The work has been collected by major museums and exhibited internationally.



The renovation concept restores the building's raw concrete nature, celebrating its brutalist core. All new extensions are painted in a singular vibrant shade of orange to signify play and leisure and to attract traffic attention. The project includes triangular orange bricks on the open ground floor that create an optical illusion and enhance luminance on asphalt. Stairs are recovered with new patterned glass covered blocks. Vertical scaffolding is supplied through slabs over structural patterns. There are triangular fences on interconnector bridge ramps. The ground floor height slope is approximately 8.5°, designed for safe movement and pedestrian comfort.

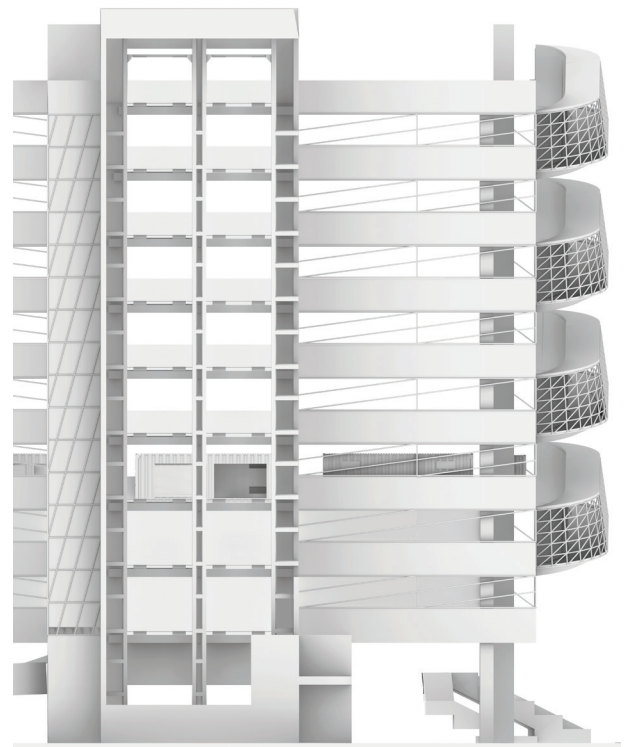
Hypertraffic flow of drivers, cyclists, and pedestrians within the machine building covers the purpose trio of the idea.

Let it be, ■ + ▲ = CARCULT CLUB

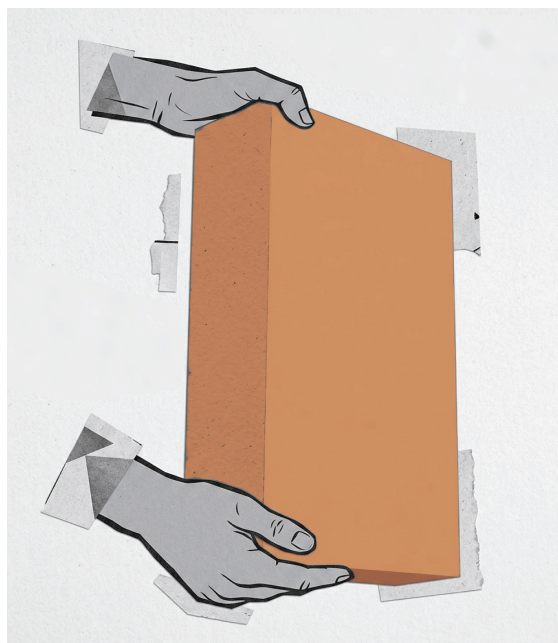
The ground floor hosts traditional carwash services and a bike repair area. Some of the upper floors are reserved only for cars that can park, move, and be serviced. Other floors host urban events that celebrate hip-hop culture, street art, and food carts with video installations and clip art projections. A ground floor ramp is designed to work as benches for rest with open-air views. A car lift is rebuilt to serve two cars at the same time. A newly added orange chimney column collects rainwater to be reused for plant watering and carwash purposes. A lone tree in the triangular park is preserved, which is extinguishing rare in nearby distance and forms part of the triangular spectrum of cars, pedestrians, and cyclists. It is encircled now by benchain - an urban keychain functioning public bench, which is also bus stop.

The building's facades will feature glass curtain walls. Triangular patterned walls allow daylight into interior spaces. The back block containing stairs will be repaired, and the top tower block will be demolished to clarify views and emphasize the rectangular orientation of the concrete core skeleton. Ramp bridges' exterior walls supply daylight and exhibition space in passways. The matic program focuses on car culture, tuning, graffiti, fast food carts, metallurgic installations, and urban festivals. The building celebrates mobility, culture, and playfulness through concrete and orange elements, public activation, and sustainable rainwater use.

Inner activities were designed to follow youthful urban amenities both together with car culture containers of food cart and similar services.

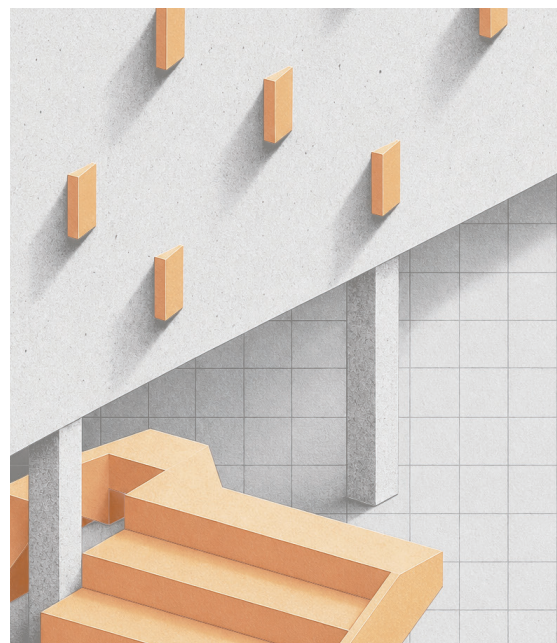






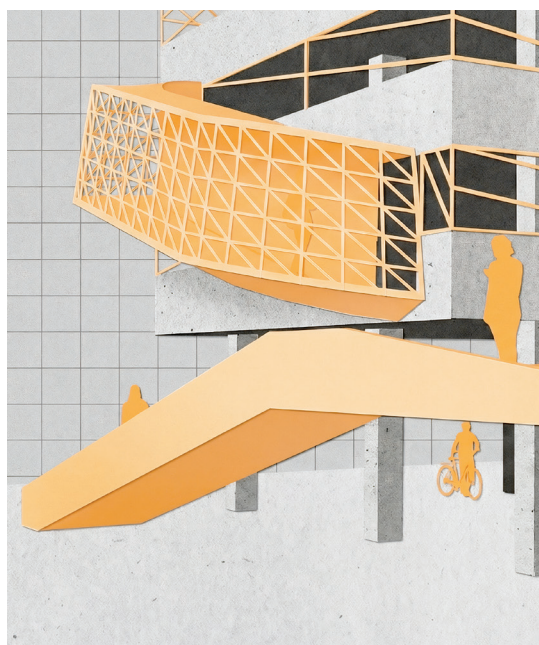
ADD-ONS

As the structure follows continuous repetition for the base forms, fresh add-ons also will be designed under the visual synchronization of the extension groups. Fundamentally, the concept will multiply the concrete-centric brutalistic rectangular core combined with the newer call to traffic attention orange dynamics.



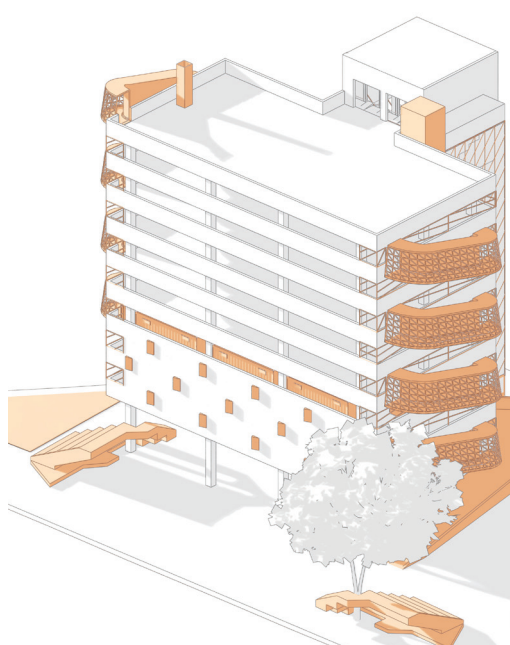
PLAYABLE INFRASTRUCTURE

The repetitive concrete slabs are reactivated as active tracks, much like the looping, interconnecting circuits of Hot Wheels sets. Each ramp, bridge, and slab is no longer just circulation, but part of a continuous driving narrative. A non-linear spatial experience, where users choose their own paths rather than fixed circulation.



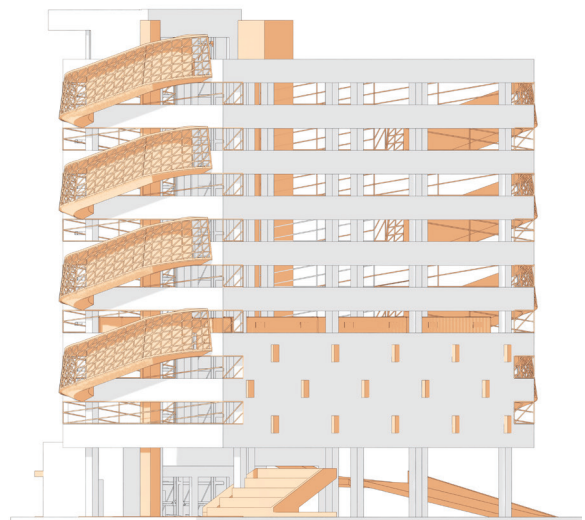
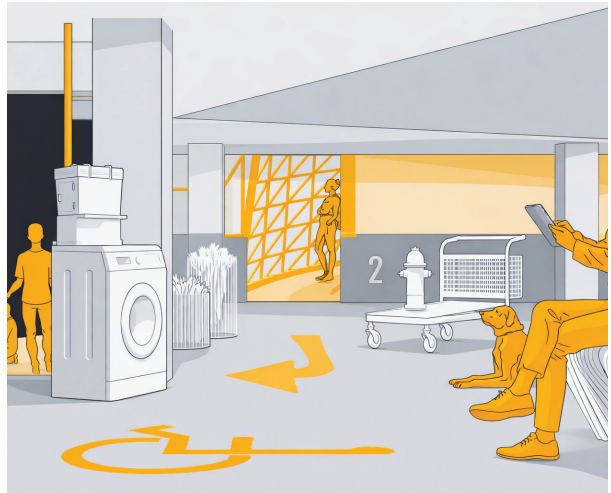
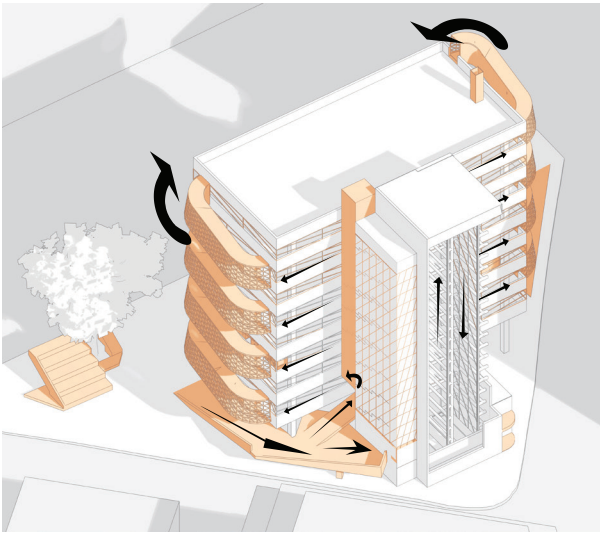
TRIANGULAR URBAN SPECTRUM

We will have several functional extensions such as ramps, reconstructed car lift, interlocking bridge connectors, balcony for both pedestrians and cyclists, a small booth, technical zone, rainwater collector chimney considering the annual amplitude.



CAR LIFT RECONSTRUCTION

The taller tower consists of not only original stairs, but other historic component too, which is a car lift. The current status may show partially malfunctional, while the renovation project aims to bring them back to the functionality for multiple cars at the same timeframing. The oversimplified newer framework will proceed uplifting with energy-saving efficiency.



Stoned core is standing for stability, and 60's tribute while directly reflecting the building's original function as a multi-storey car park. Its raw, repetitive slab structure becomes the modular base grid of the project, where each level acts as a fixed platform for different programs — from parking and servicing to exhibitions and events. The exposed brutalist identity preserves and frames all triangular movement within a clear structural logic.

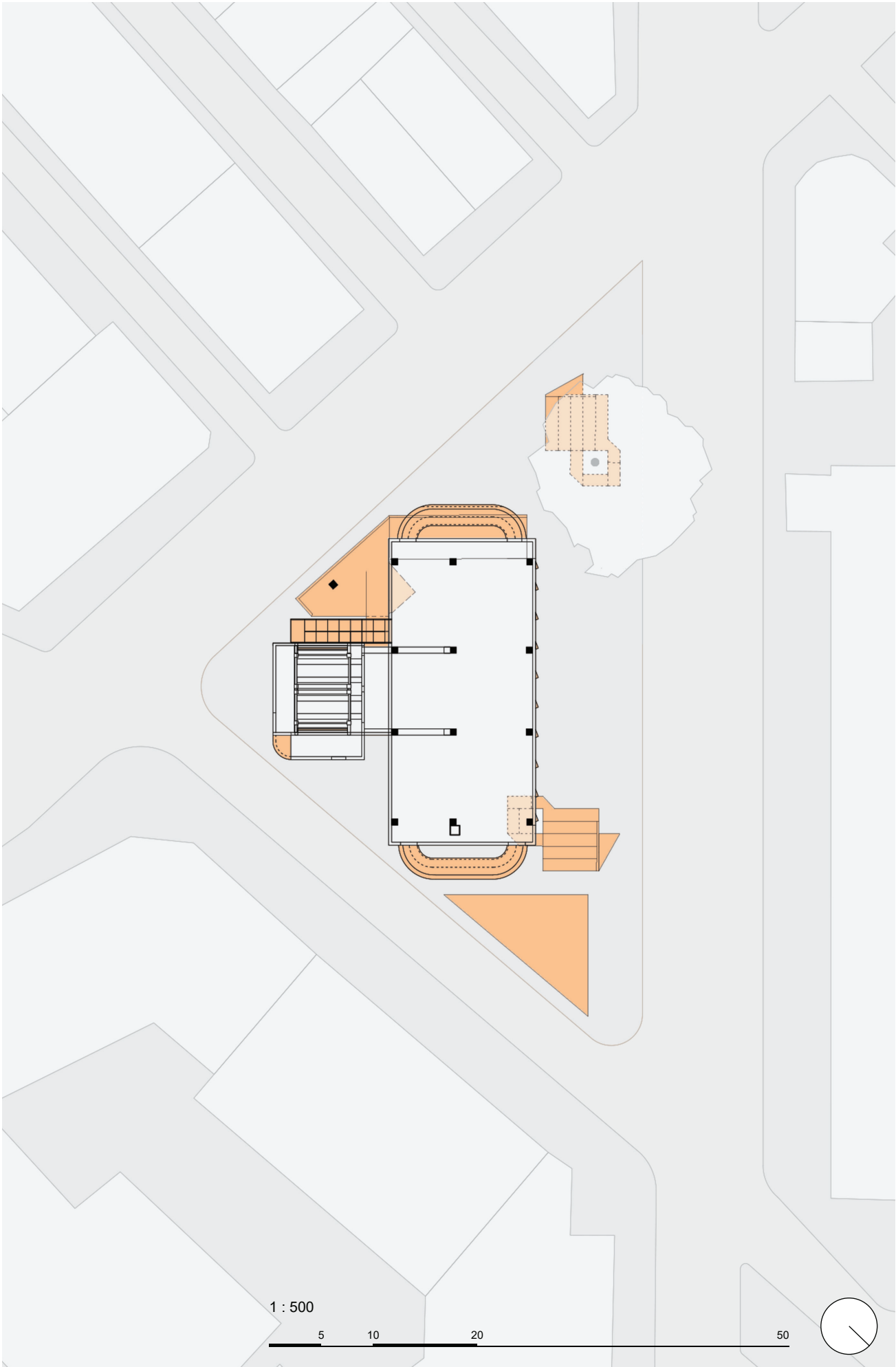
Pale pulpy drift calls to play around urban activation, applied to every new intervention to signal change and interaction. It defines ramps, bridge connectors, the reconstructed car lift, triangular ground patterns, and the rainwater-collecting chimney — tuning functional elements into visual attractors. The color orange enhances visibility for drivers and pedestrians, transforming circulation into car culture connector.

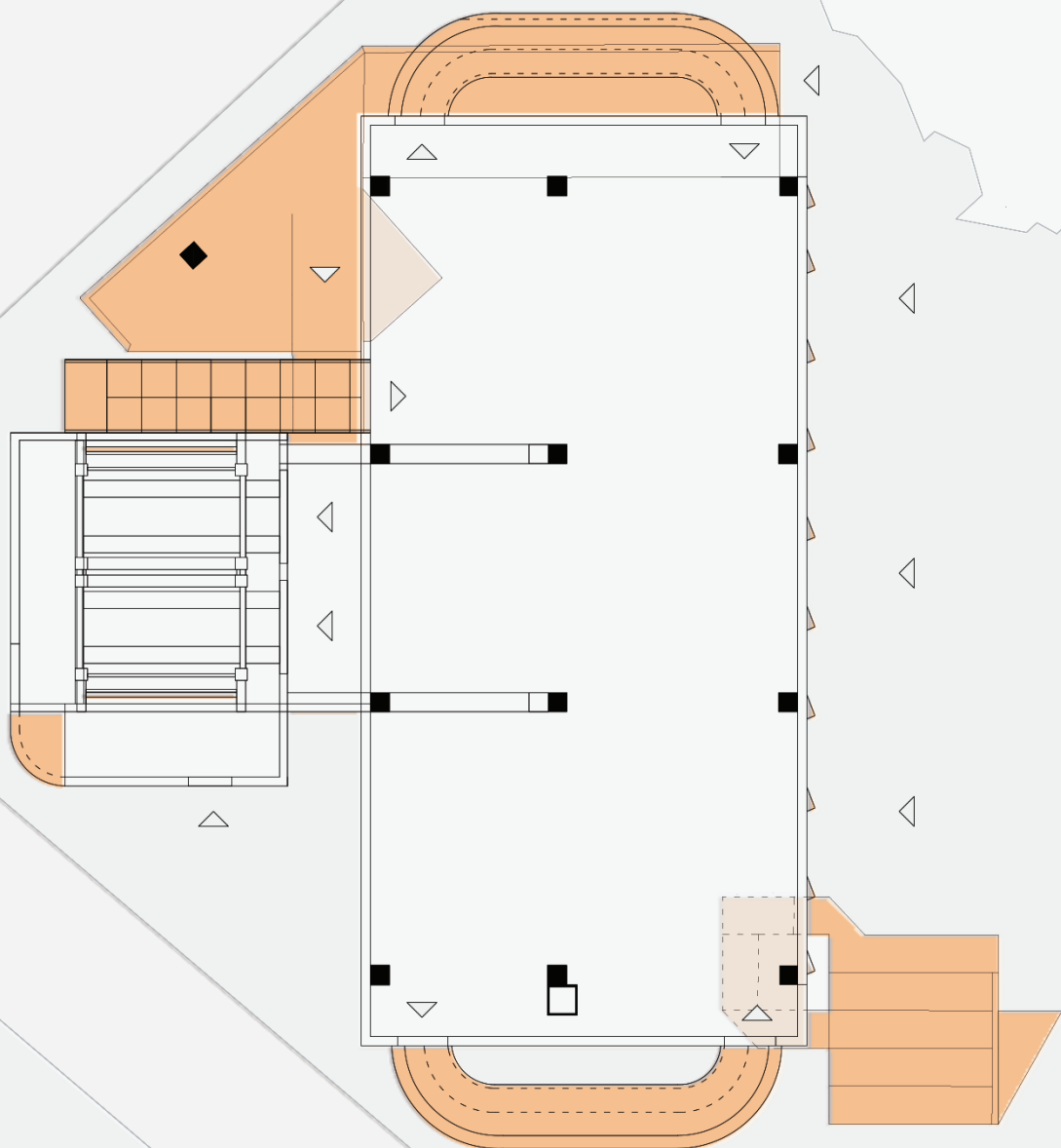


**CARCULT CLUB — VERTICAL URBAN BLOCK FOR CAR CULTURE**

The subdivision between the floor typologies is the shader blend between car-oriented activities including auto-services, repair and fixation, tuning, aerographics and carpaint. Aside from the list, traditional park functionality with autonomous payment turbines and the same digitalized cleaning zones are applied.

Avoiding from the overweight top floors, the corner amenities for the non-drivers will take place at higher volume of the building block. The open air rooftop is very panoramic and strategical to use as urban event pavillion for exhibiting festive events.

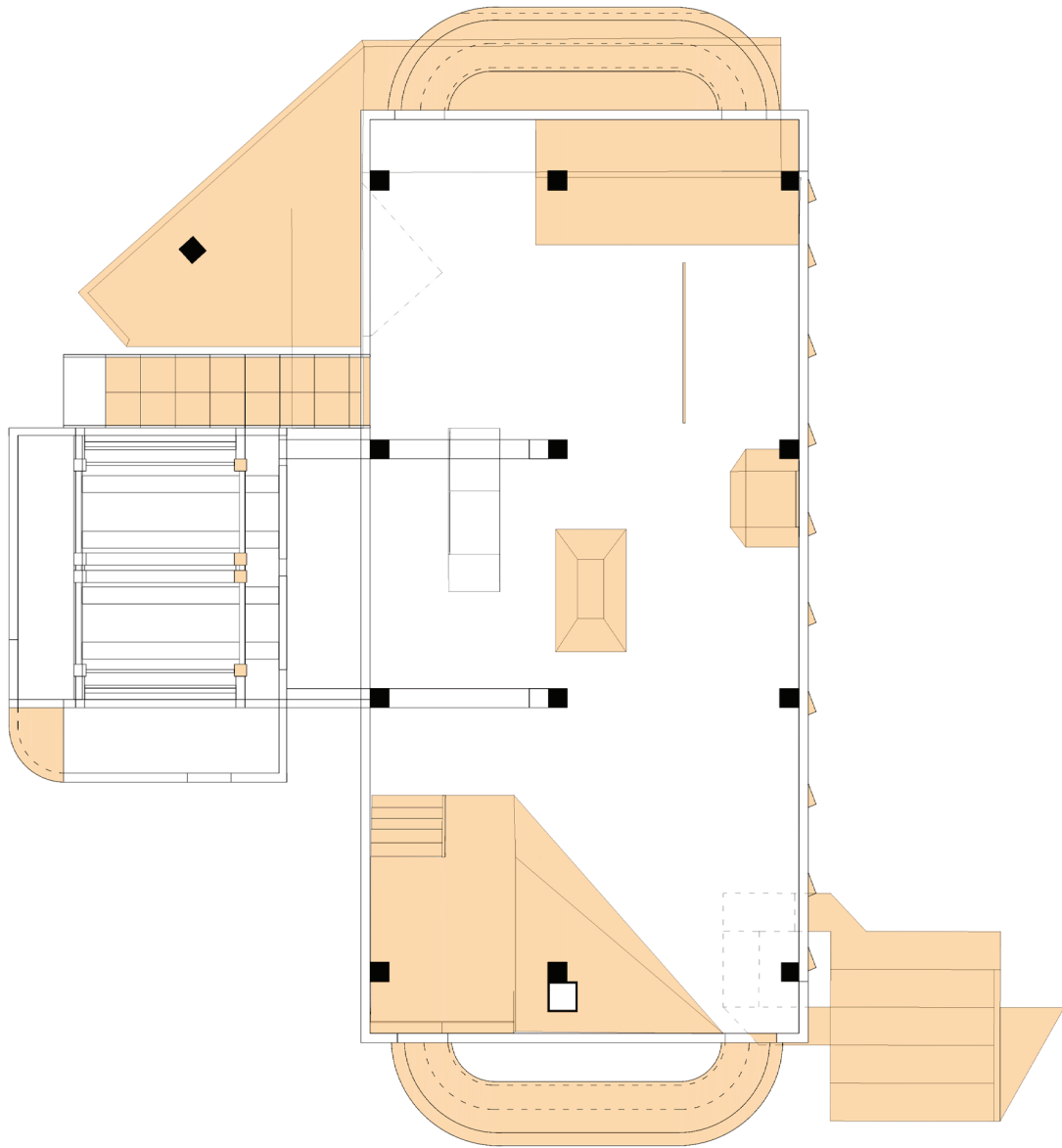


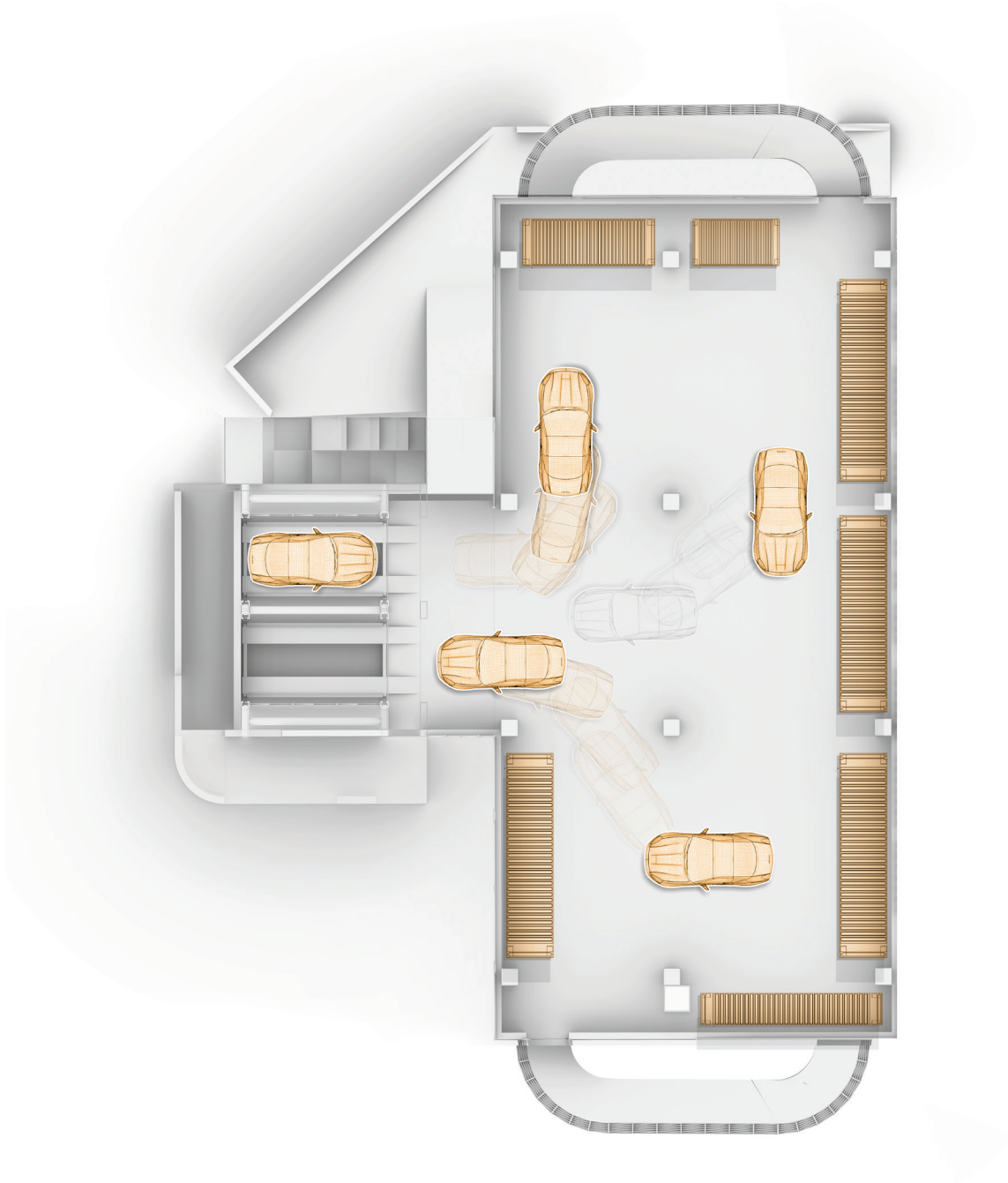


GROUND FLOOR

1 : 200







FOOD CART FLOOR