## EMERGING DESIGN CONCEPT

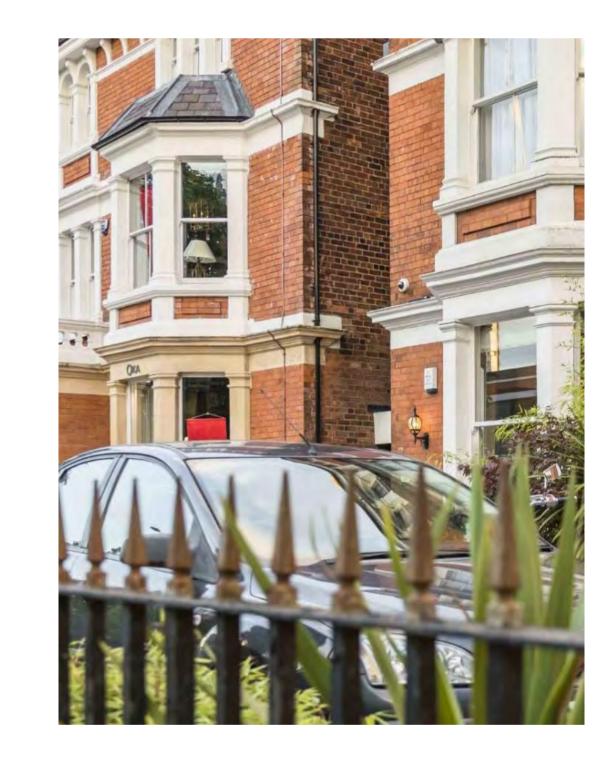
Moda's proposals for Plot D will deliver a landmark building both within the New Garden Square masterplan and Birmingham.

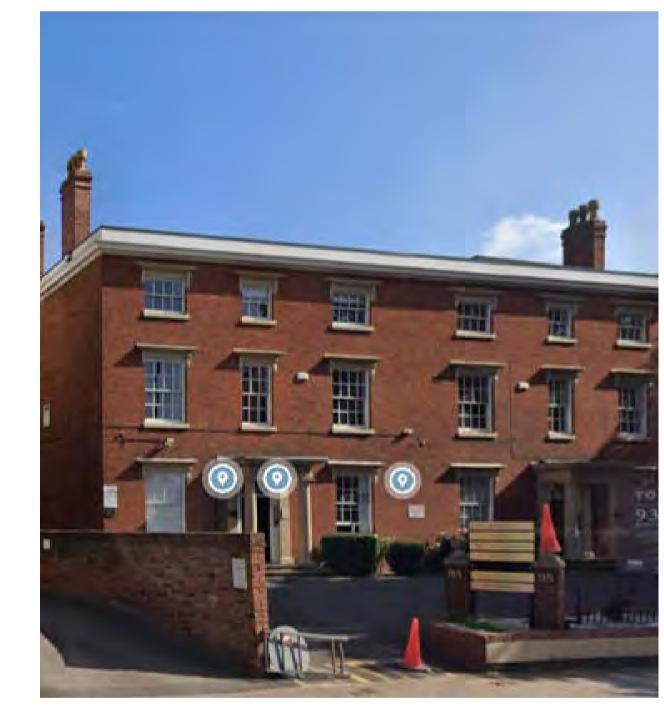
The design of the façade had been driven by an understanding of the character of the local area and Plot D's immediate context.

The proposals explore the idea of responding to the two distinct environments the new building will exist within. This includes the urban environment of the Hagley Road and the emerging 'park' environment of the new public realm.



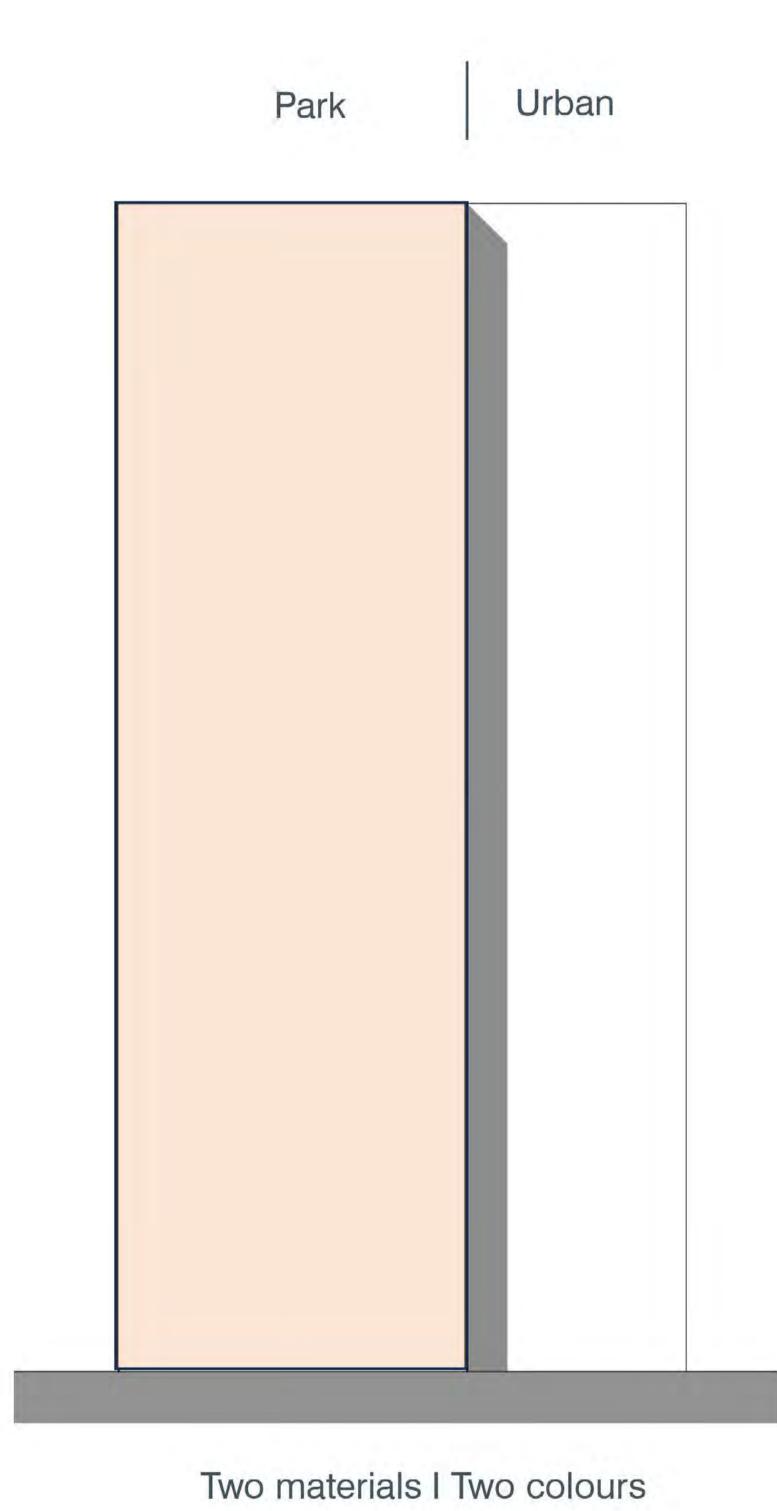


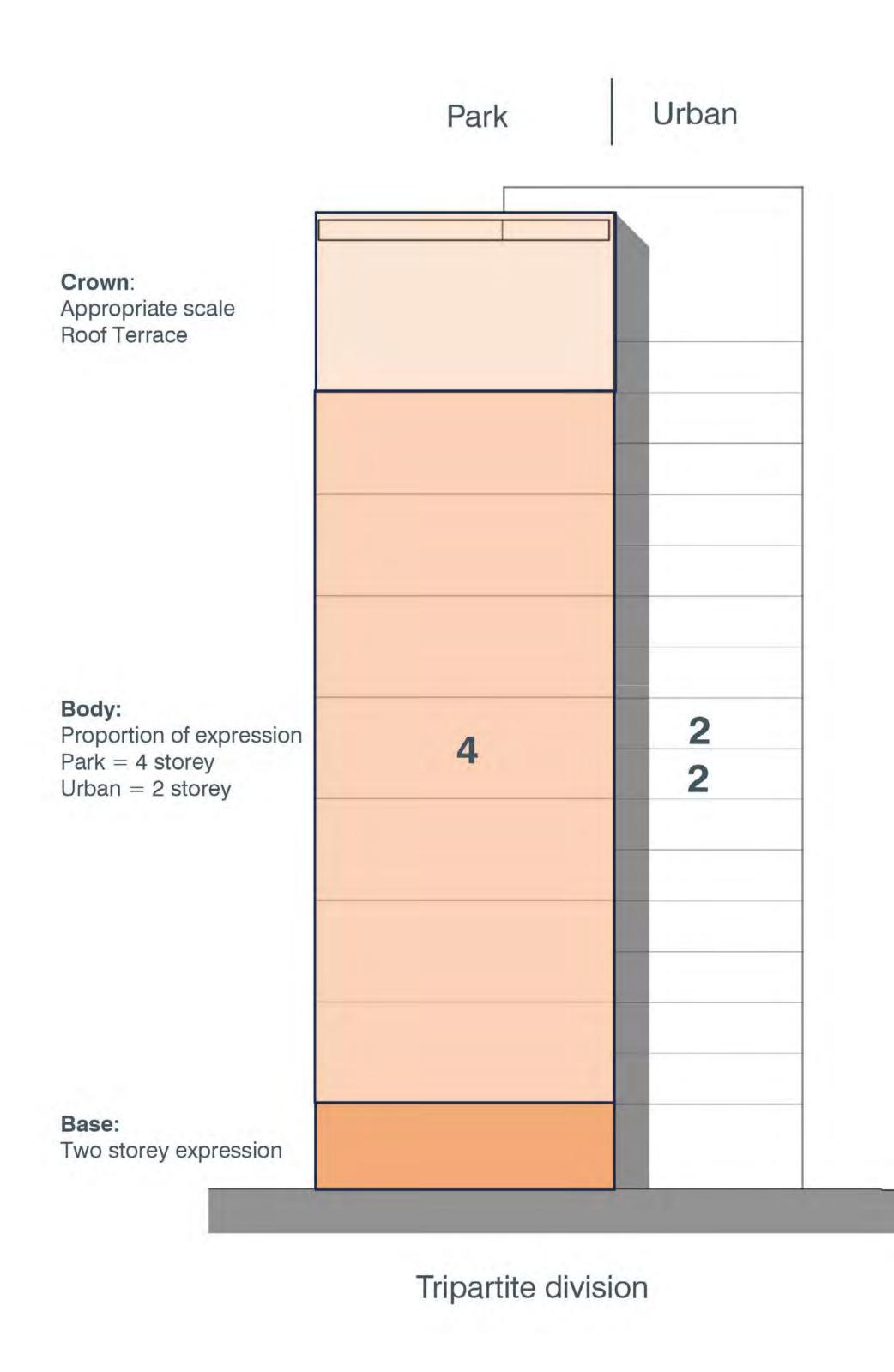


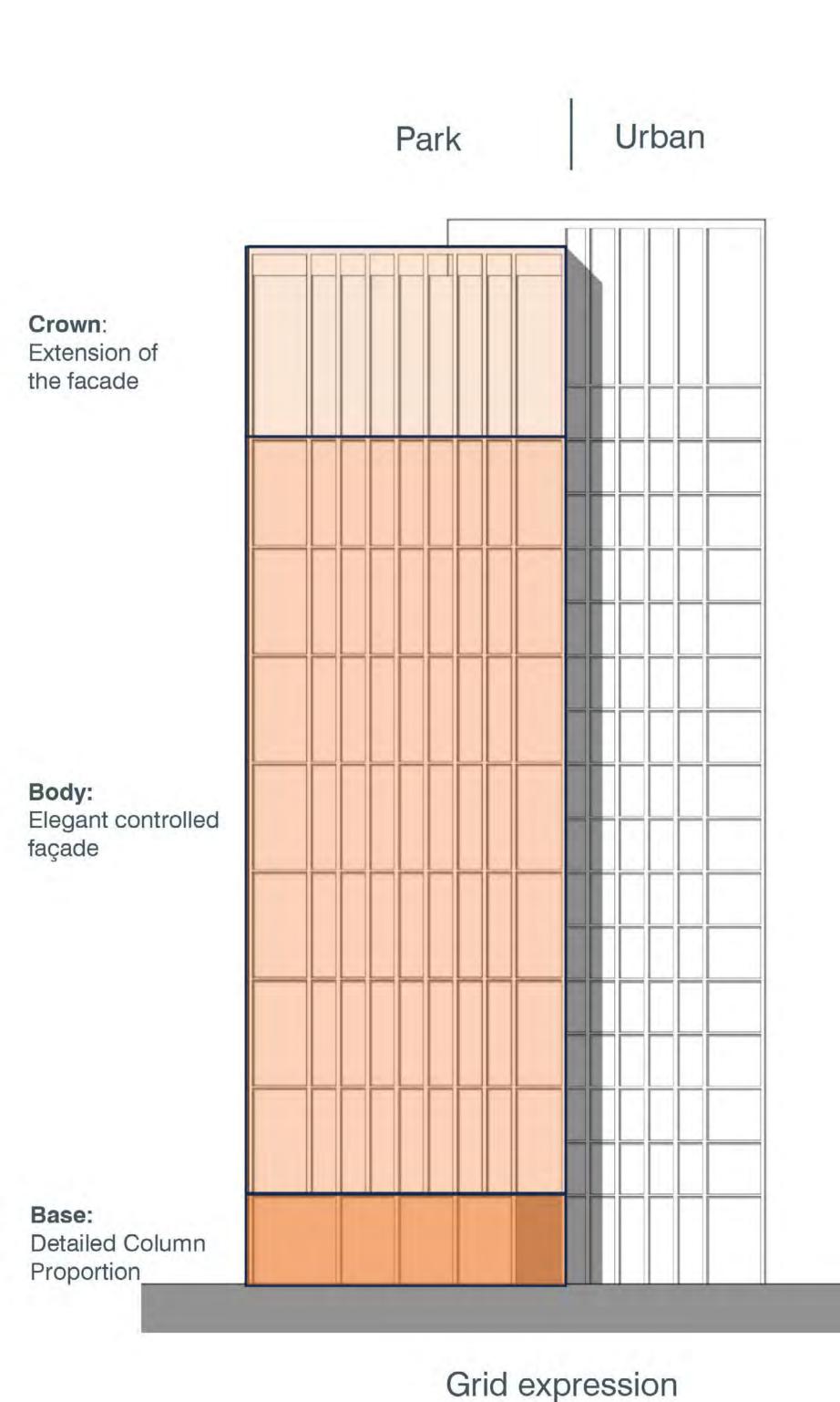












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