The Baghdad Design Centre is intended to be a place to meet, stop, make, study, and work. It is hoped that the design of the building will become an icon of regeneration for the city of Baghdad.

The building is highly permeable in urban terms, with entrances on three sides to enable it to act as a route and connector between different parts of the city. All of the existing walls of the building are retained, although their nature is changed by inventions to the front façade and by lining the inside with new materials.

The volumes and their scale are intended to fit in well with the existing context of mainly 1 to 4 storey buildings. The design of the building incorporates a mixture of elements from local and regional styles to create something that is new and original.

The ground floor of the building contains an exhibition space, that straddles across to connect the north and south of the site. One volume at the north contains double height exhibition space, while another contains the double height exhibition space. The two volumes correspond to the different site axes.

The steel cables, which help to stabilise the concrete structure, are intended to be flexible for future change to the building. Orange trees placed in openings and courtyards will be painted in a bright orange, a complimentary colour to the cobalt blue.

The materials are chosen to complement each other and ensure bespoke and meaningful solutions. There is an intention to work with local craftspeople and designers to ensure that the design is not alien to the intended users and visitors. The proposal acts as an antidote to the hysteria of 'look-at-me' features of the front facade of the existing building. By bringing these elements together, something modern is created.

The inside of the existing façades, which are in very poor condition, will be fired, glazed and hung. This would create an interesting collage effect, which can be signed or decorated by locals, dignitaries or school children before they are hung to advertise the centre and its latest exhibitions and events. The façade and rods create the effect of a fine filigree screen from which banners can be hung to advertise the centre and its latest exhibitions and events.

There is a clear difference in architectural quality between the front facade and other façades, which would be anchored to the concrete frame in a more conventional butressing solution. The existing Old Governorate Building, which was in poor condition, would be conserved and rehabilitated to bring back its former glory. The front façade will be painted in a bright orange, a complimentary colour to the cobalt blue.

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