

# Taitea

**Taitea** is retail design project based in Powis Street in Woolwich South East London.

Greenwich has a rich heritage of Tea trading and the Cutty Sark is the worlds oldest Tea Clipper which is now part of Royal Museums Greenwich a few miles away from Woolwich.

I wanted to design a retail outlet for Powis Street which celebrated the heriatge of Woolwich and also acted as a destination point for the town current inhabitants.

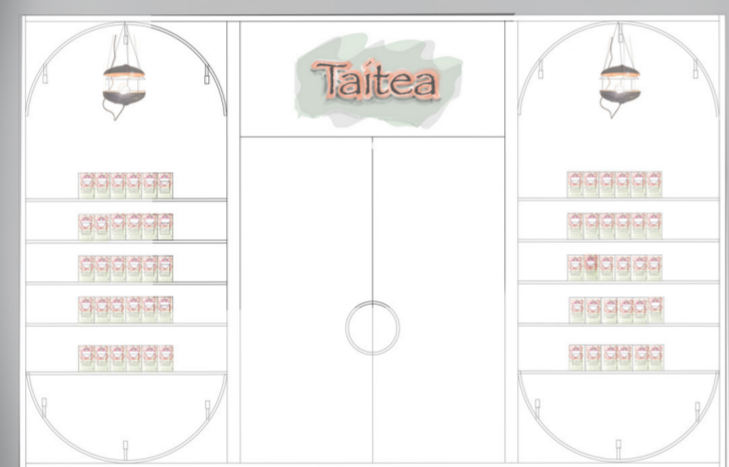
Woolwich is a place which is undergoing major gentification and I wanted to create an enviroment where both the new younger and wealthier residents and existing older communities could meet, celebrate tea and socialise together.

Woowich is a multicultural community and has an exstensive range of restaurant celebrating world cusine. The tea shop is an extension of the towns fasination with food and drink.

The demogaphis of the town are made up of the following ethnicity -

'56.5% of people living in Woolwich Common were born in England. Other top answers for country of birth were 8.7% Nigeria, 2.7% India, 2.3% Somalia, 1.4% Ghana, 1.2% Jamaica, 0.9% Sri Lanka, 0.9% Ireland, 0.9% China, 0.7% Scotland. 75.1% of people living in Woolwich Common speak English'

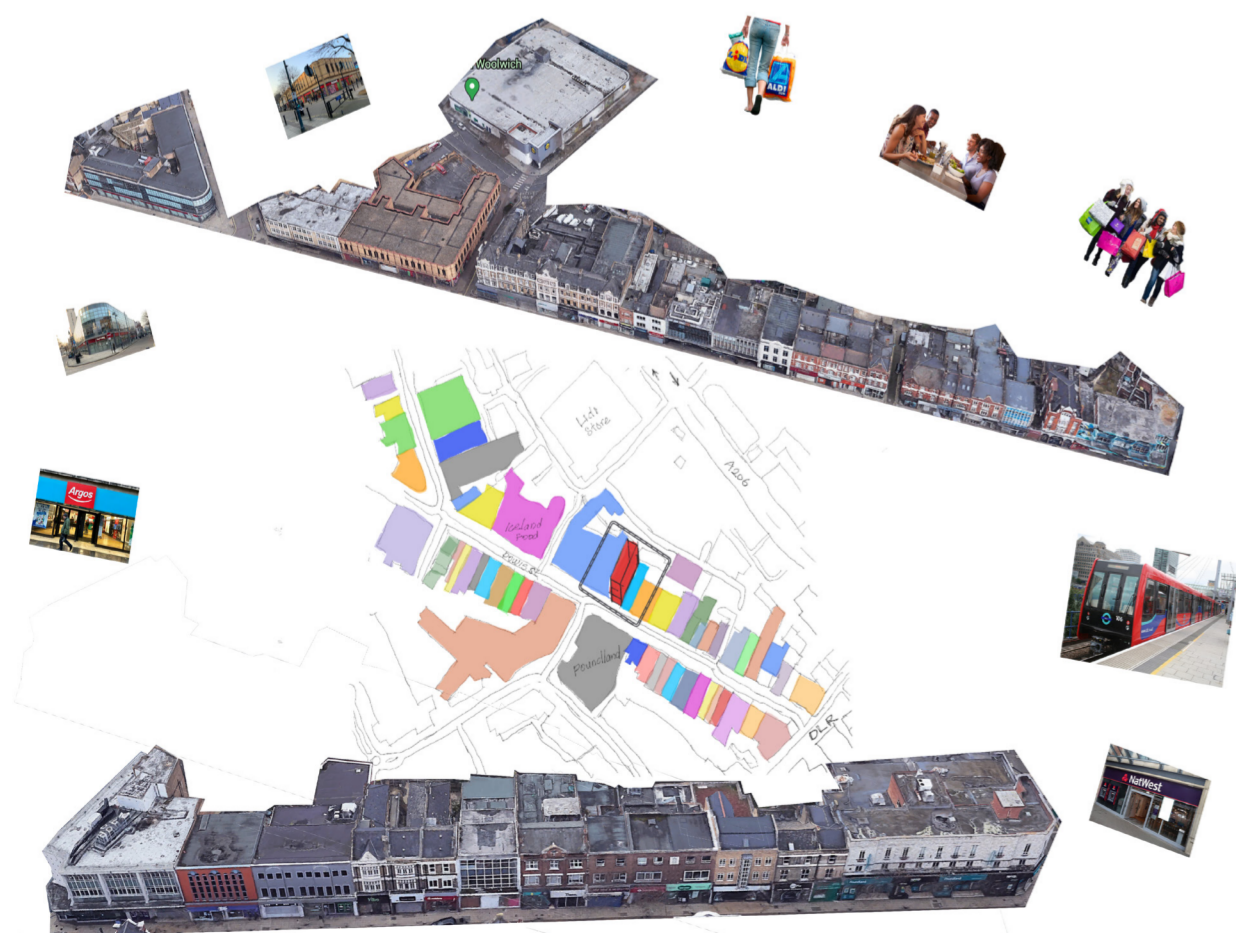
<http://woolwich-common.localstats.co.uk/>



Shop Front Ellevation



Powis Street from the 50s and present



Site Analysis

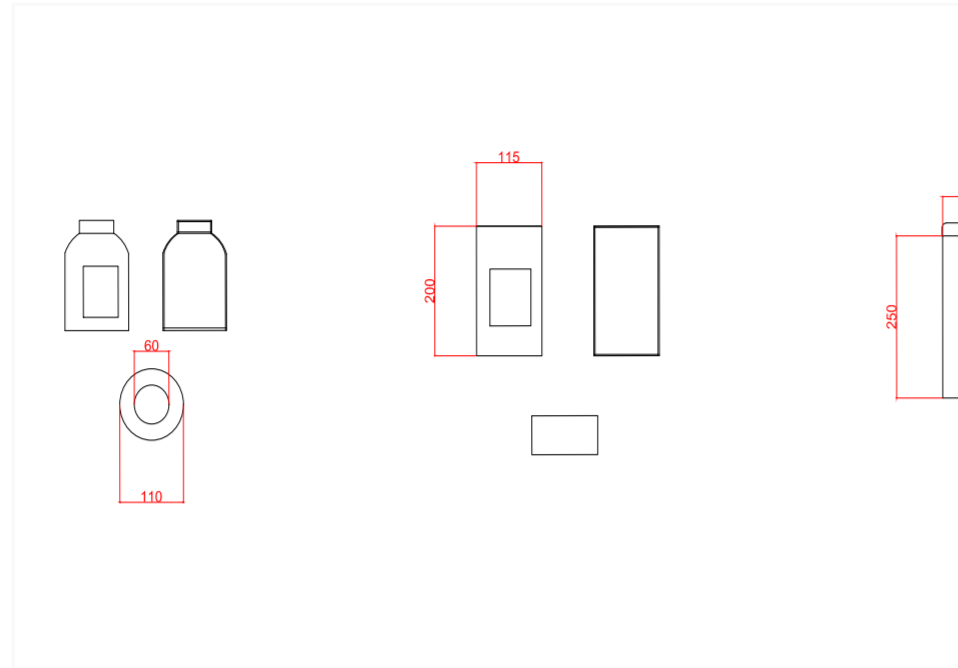


Woolwich Centre (Hand Drawing)



Lamp

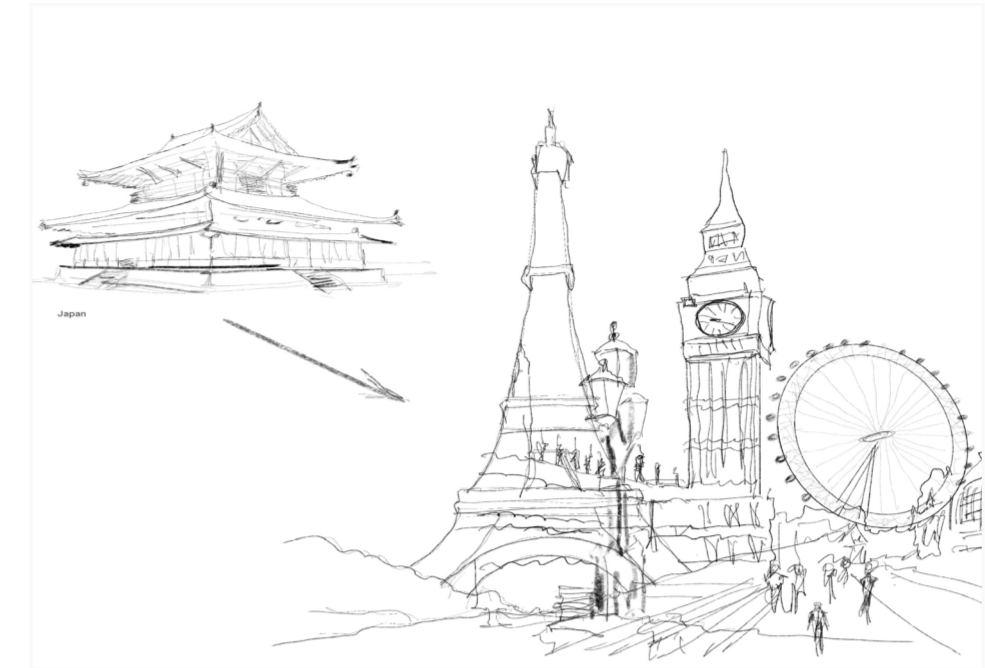
# Taitea



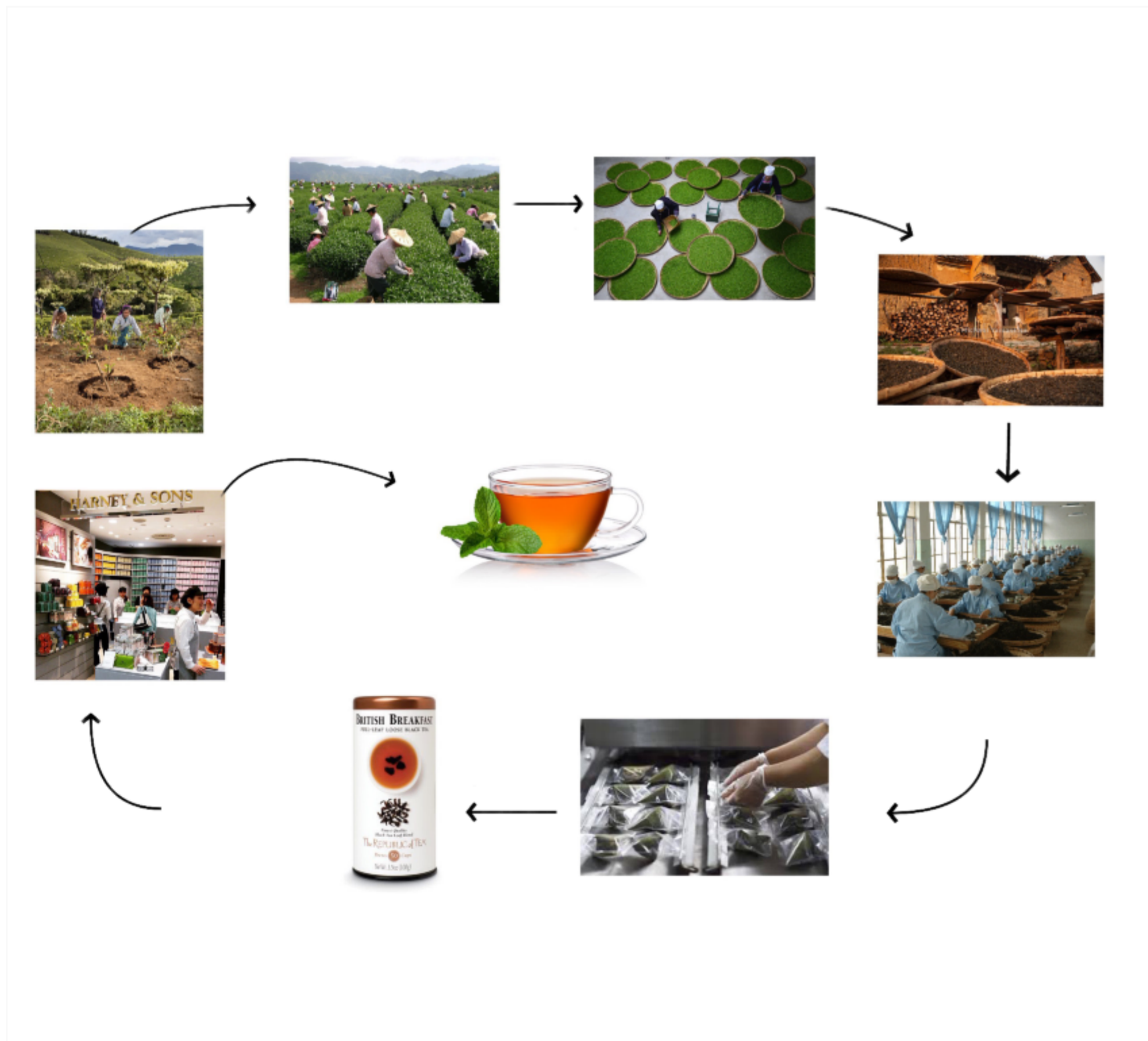
Product Plan Section & Elevation



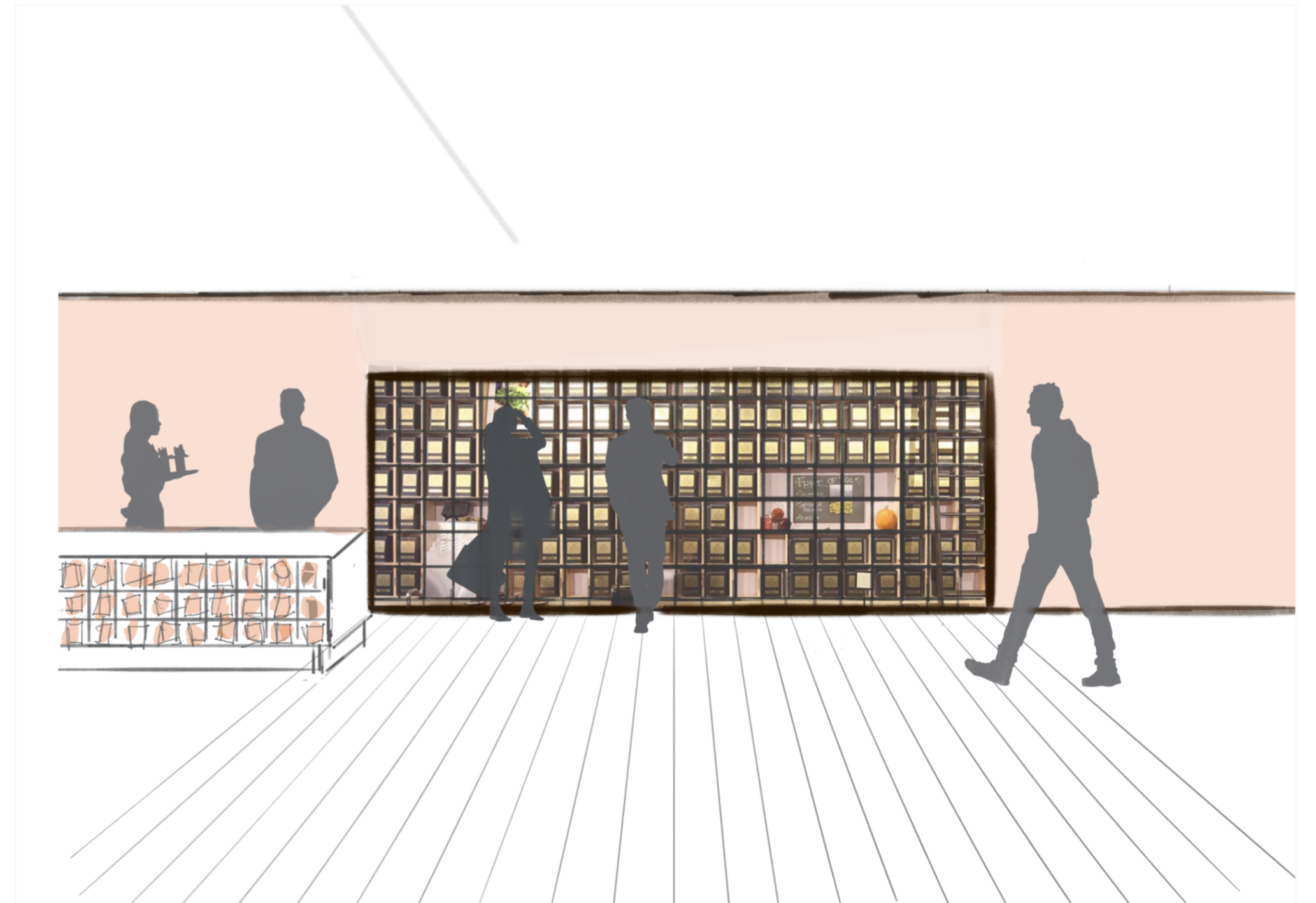
Rendered Product Images



Japan to Europe



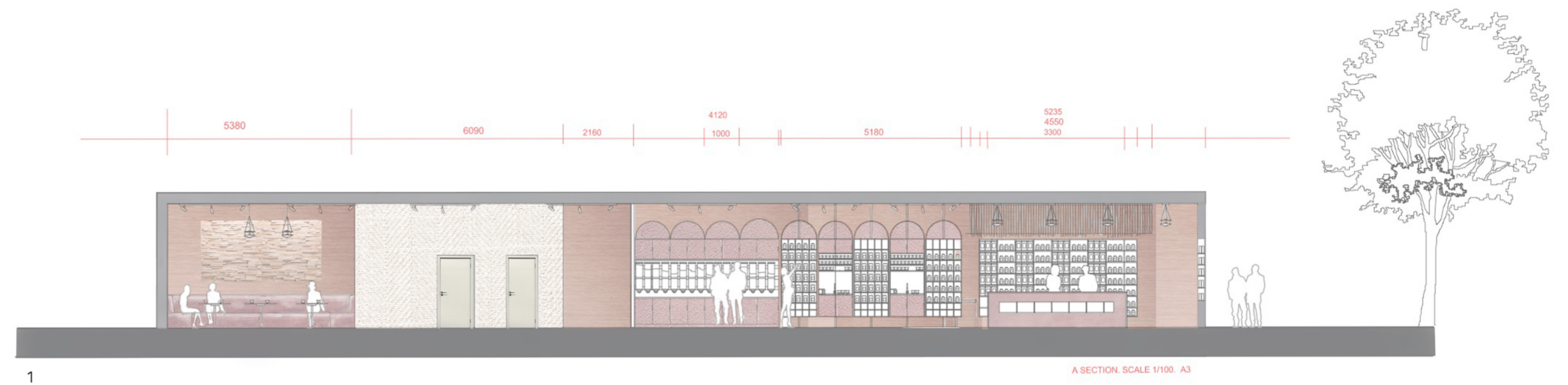
Tea Metamorphosis



Shop Floor Sketch

# Taitea

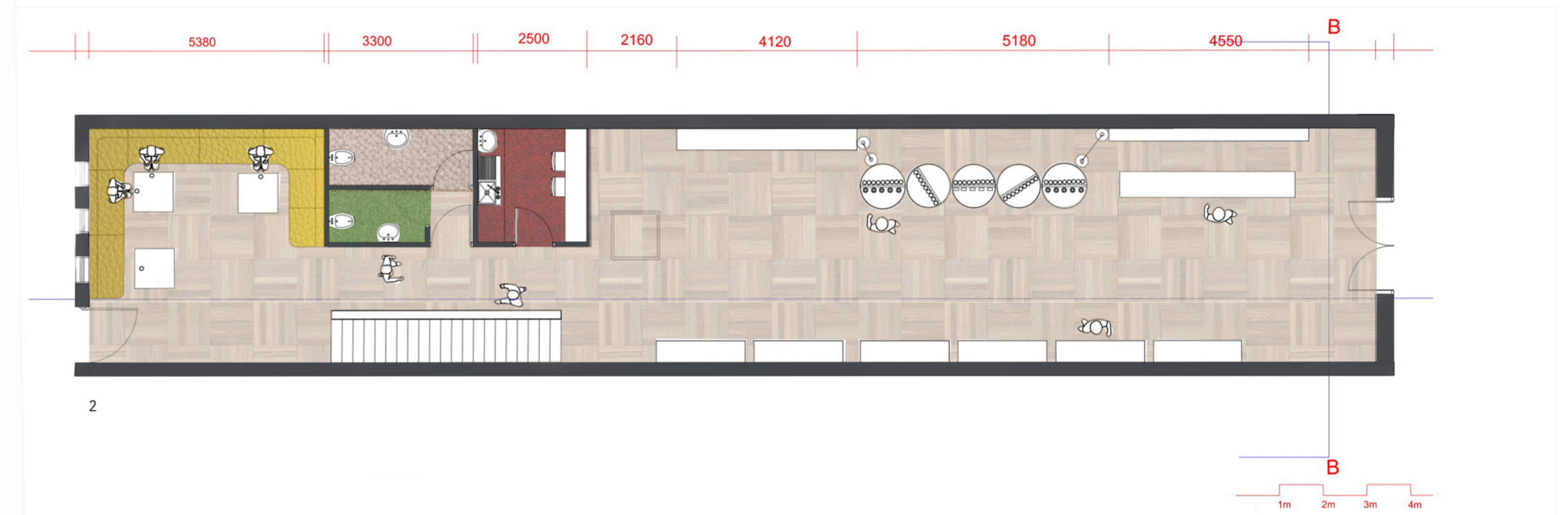
- 1 Rendered Section
- 2 Rendered Floor Plan
- 3 Material Palette
- 4 Plain Section
- 5 Plain Floor Plan
- 6 Axonometric



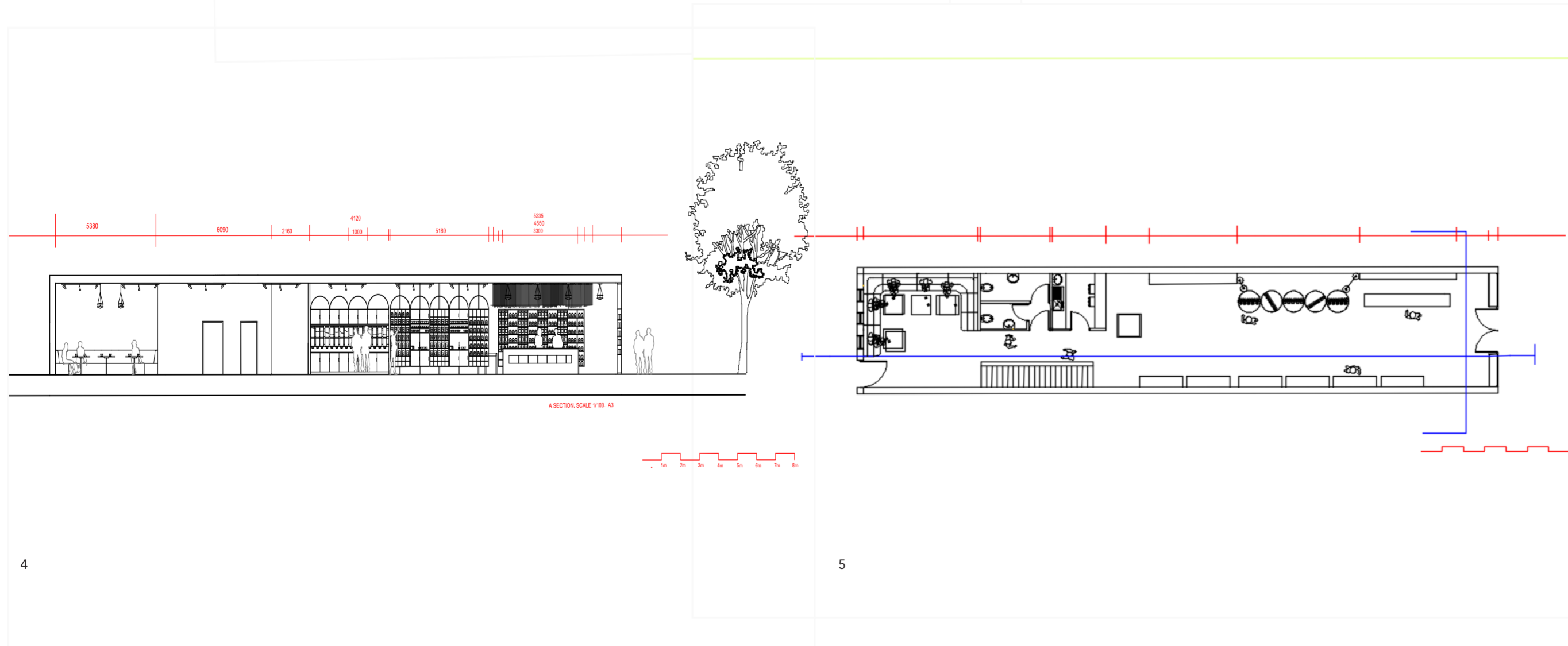
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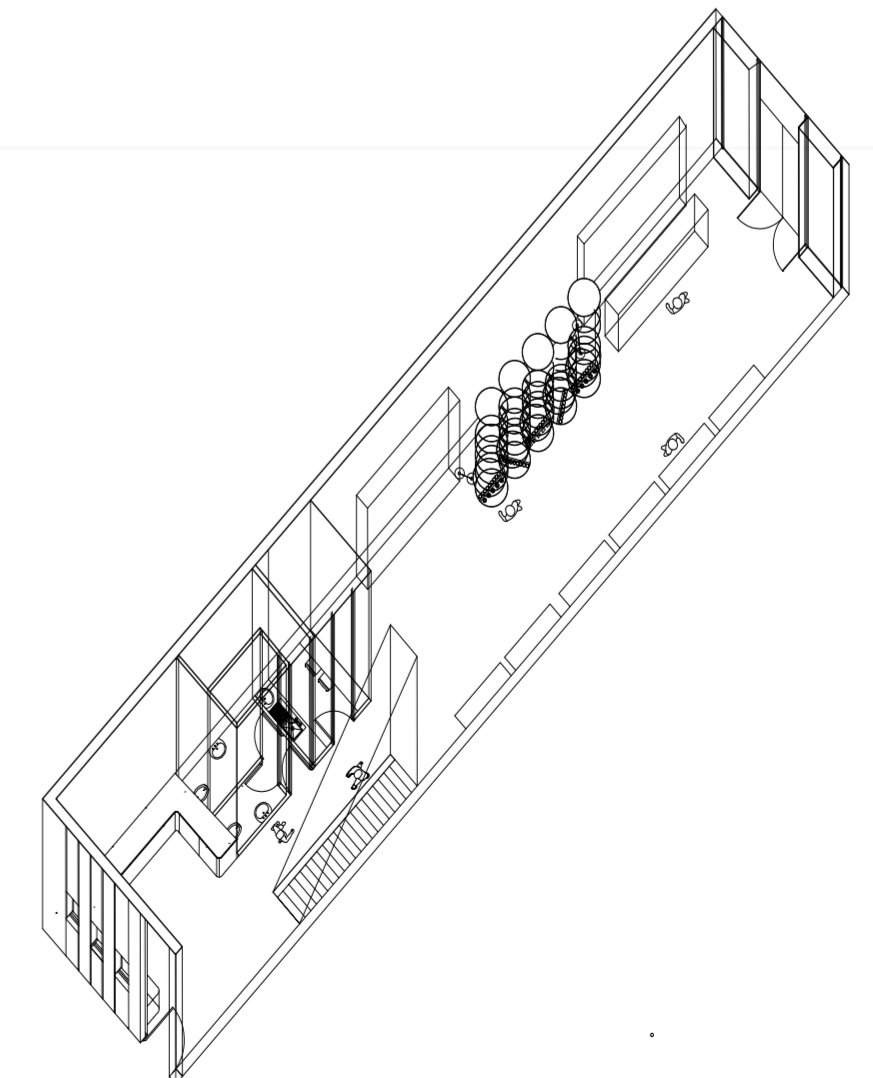
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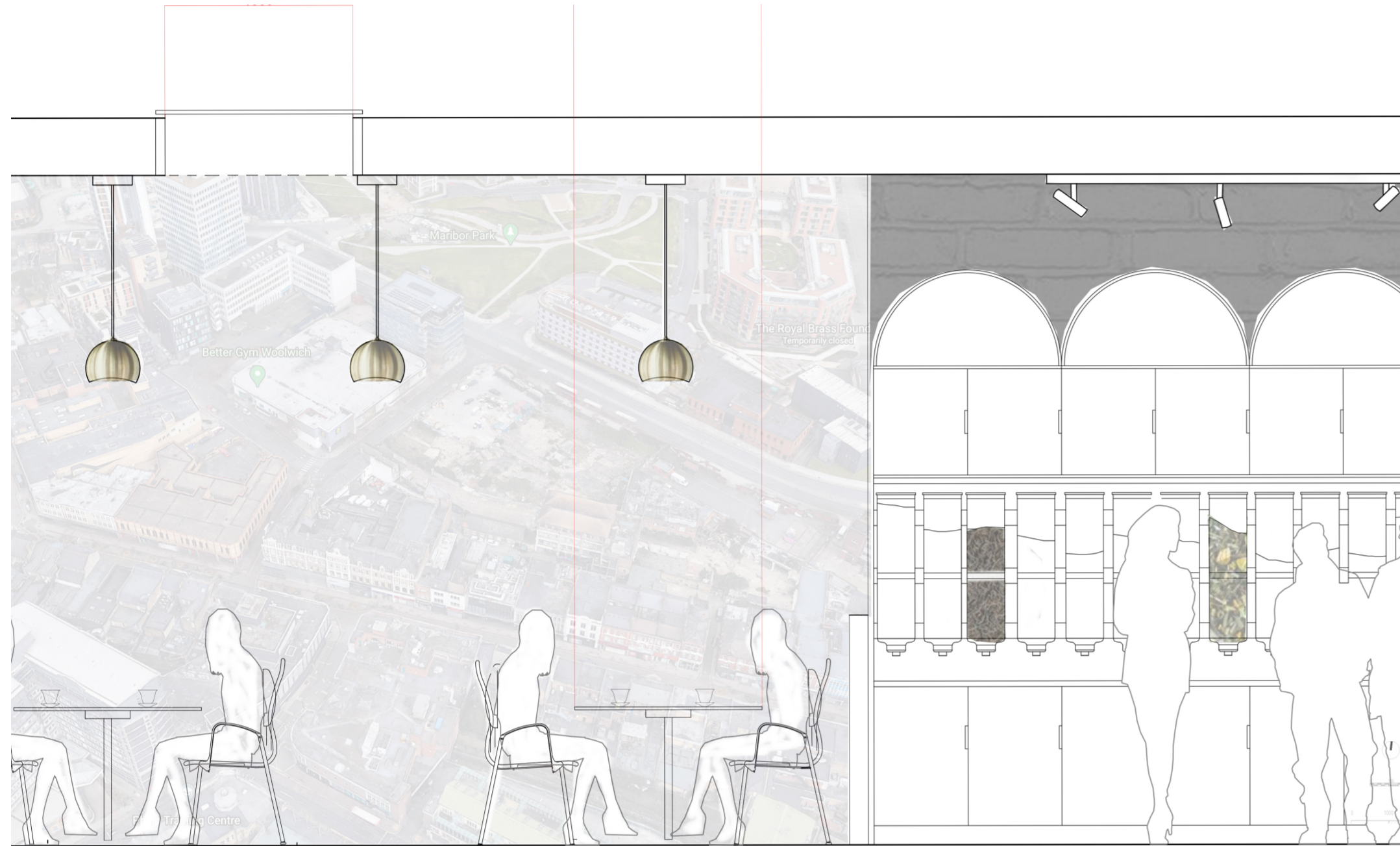


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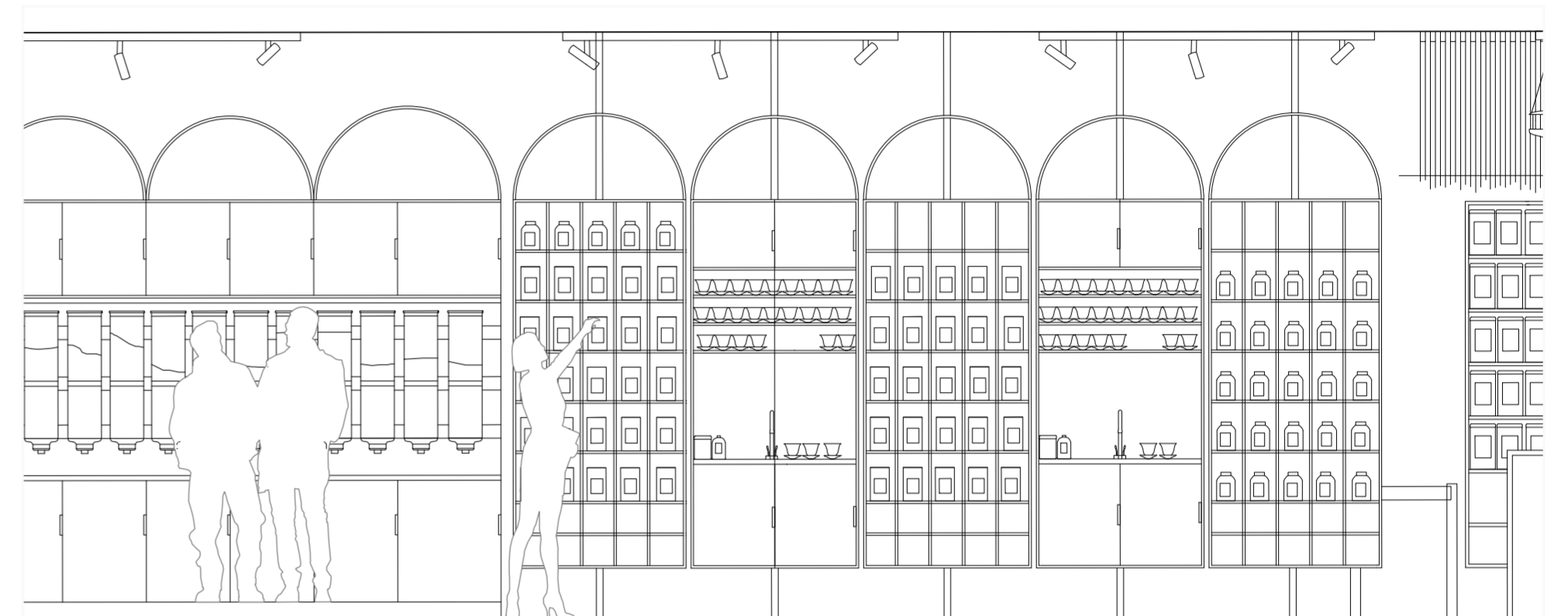
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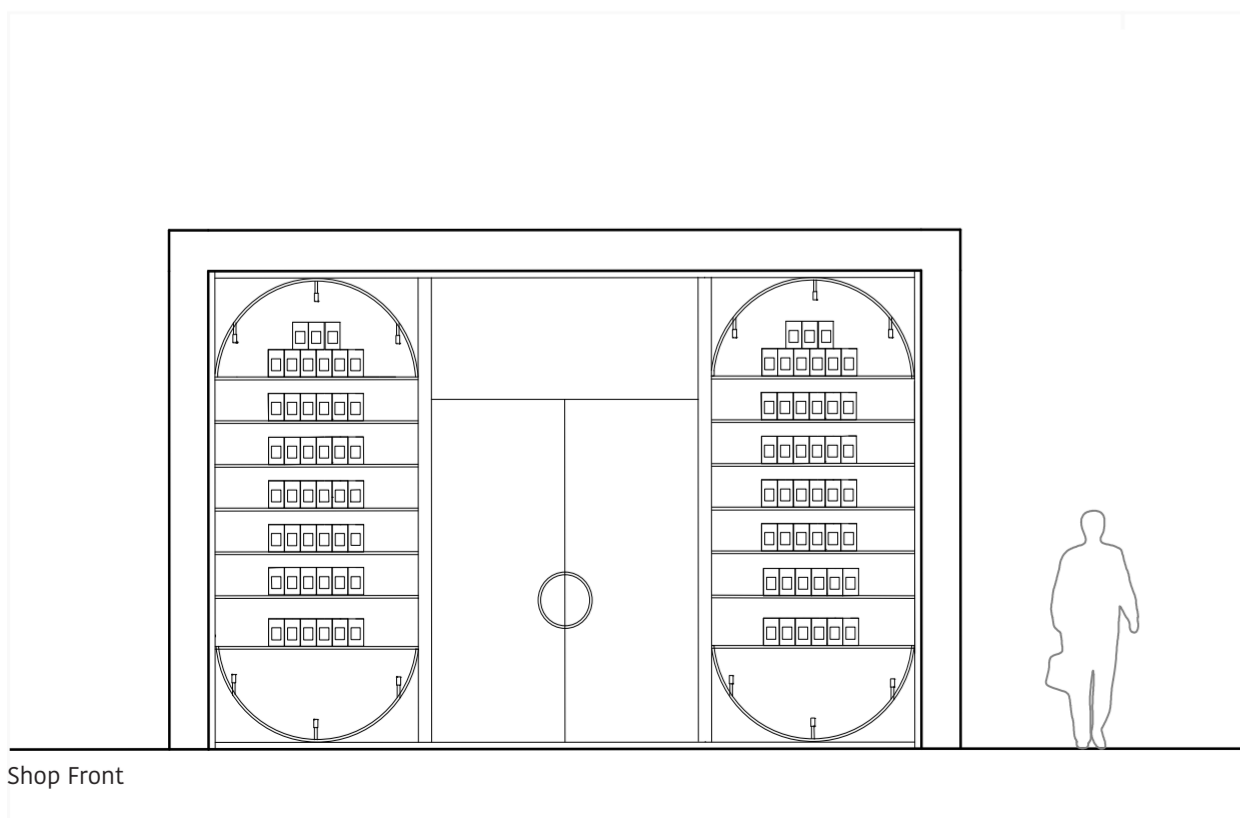


Customer/Product Relationship

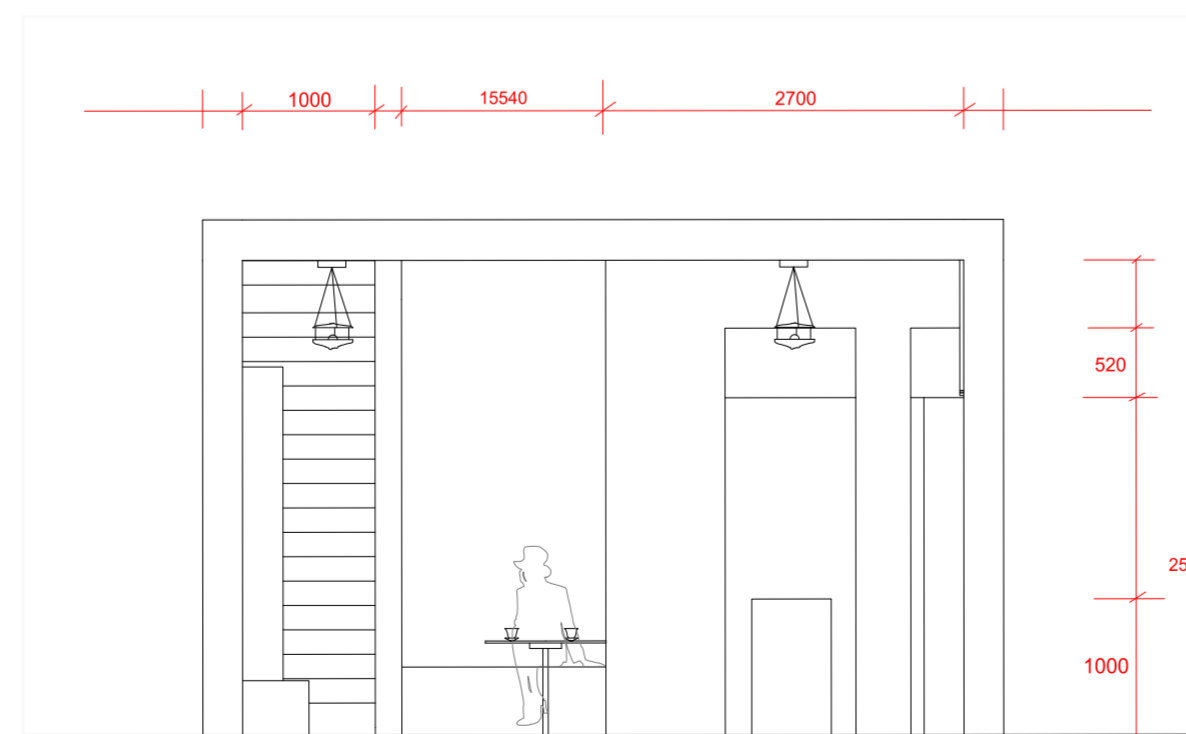


Customer/Product interaction Scale 1/20, A3

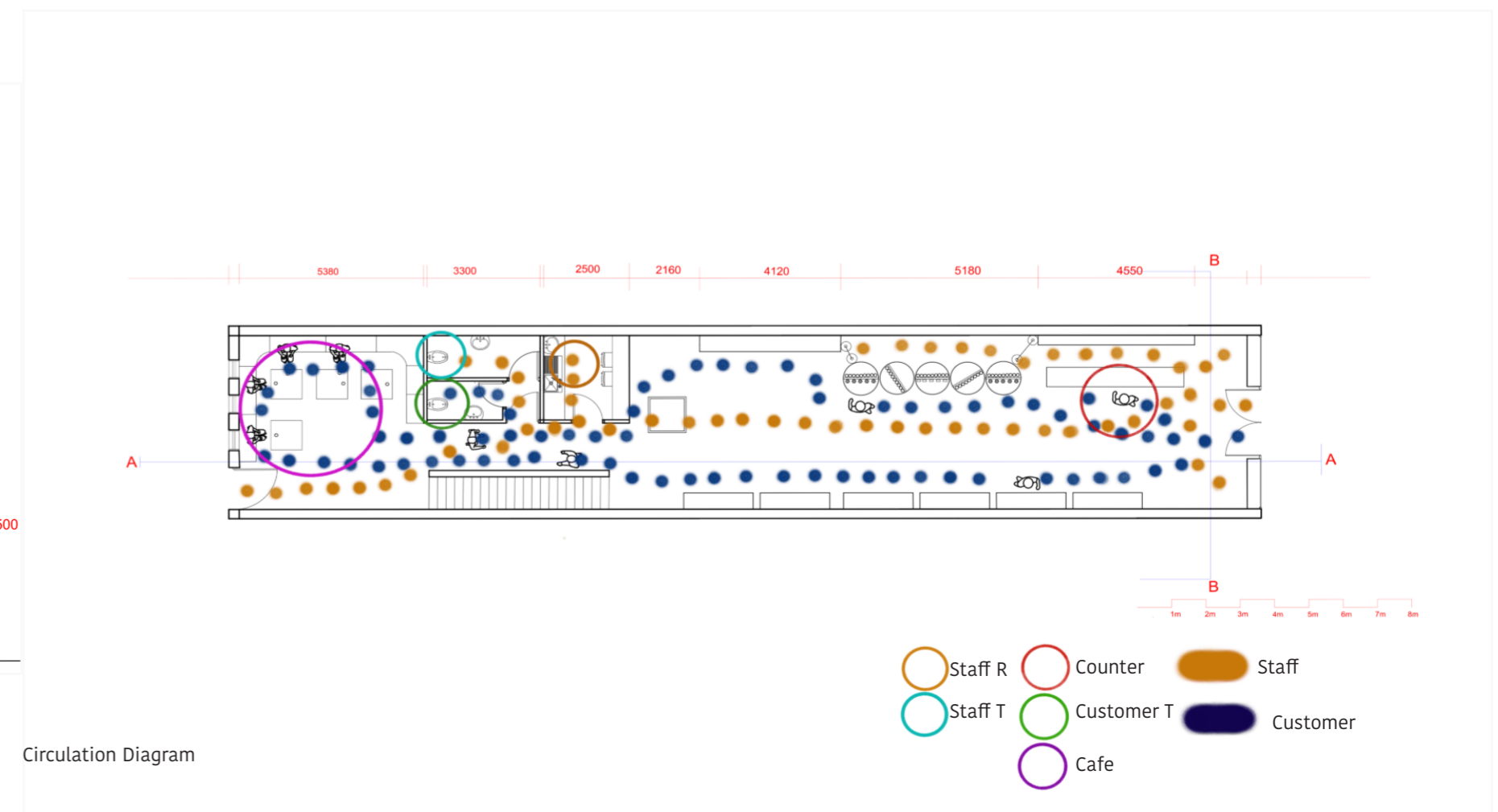
Section



Shop Front

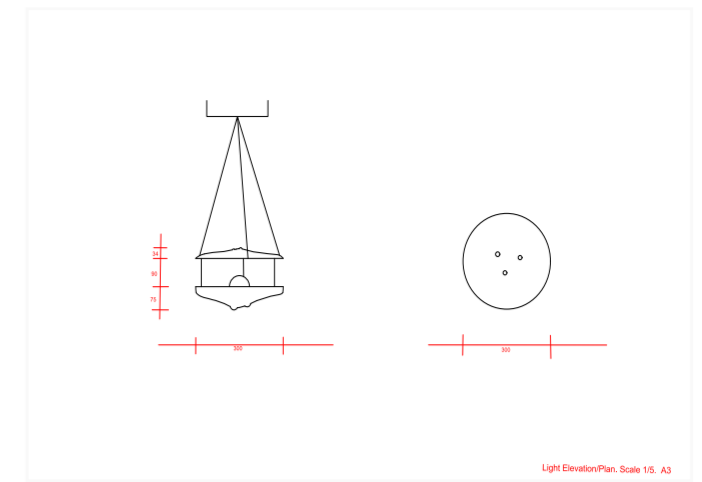


Section



Circulation Diagram

- Staff R
- Staff T
- Cafe
- Counter
- Customer T
- Staff
- Customer



Part of the project is to design lamp that fit into the design scheme. After a robust research of the history of tea, i was able to come up with an idea of lamp that will work well with my design scheme. The idea is to design a lamp with a circular shape. In my research for material i saw an helium gas canister and i came up with a design for one of my lamp using it.

I made my second lamp using a Coconut shell. Being from nature it work well with my design as my shop sell tea. Besides, things from nature has a way it make human feel which which contribute to how comfortable and relaxed a customer will feel entering the shop.



**LAMP 1**

- 1 Helium Canister
- 2 Sanding the cut canister
- 3 Painting the back
- 4 Painting the inside
- 5 Lamp Elevation and Plan
- 6 Finished Lamp

**Lamp 2**

- 1 Cutting the coconut
- 2 Coconut after cutting and emptied
- 3 Testing lamp holder on the coconut
- 4 Testing bulb
- 5 Finished Lamp

