

# CHANGE OF SOLE

## SHOE RE-WORKSHOP

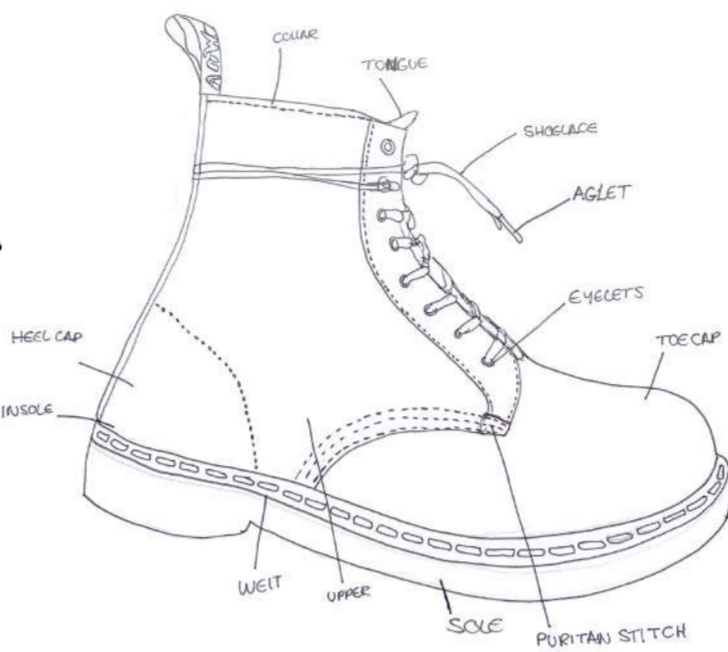
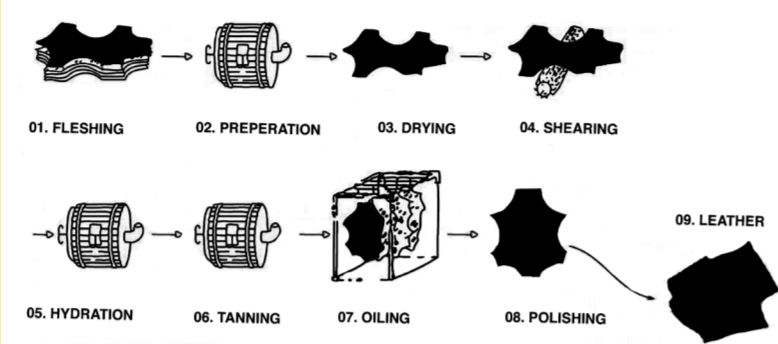
### BRIEF DESCRIPTION

Dr. Martens is developing a new proposal called Change of Sole. Change of Sole will become an experiential flagship store, that will embrace the crafts town of Farnham. The tour will unpick Dr. Martens history and the breakdown of existing materials/fabrics that will be used to create new shoes. Displaying the craftsmanship of the shoe making process taking Dr. Martens back to its roots.

Customisation has been a huge part of Dr. Martens brand, so adopting this within the experience using virtual reality allowing the user to fully customise their shoes expressing individualism and attitude. Designing in this way allows full visibility of 360° enabling satisfaction of the shoe prior to being handcrafted by Dr. Martens and delivered to your door.



### CONCEPTUAL APPROACH



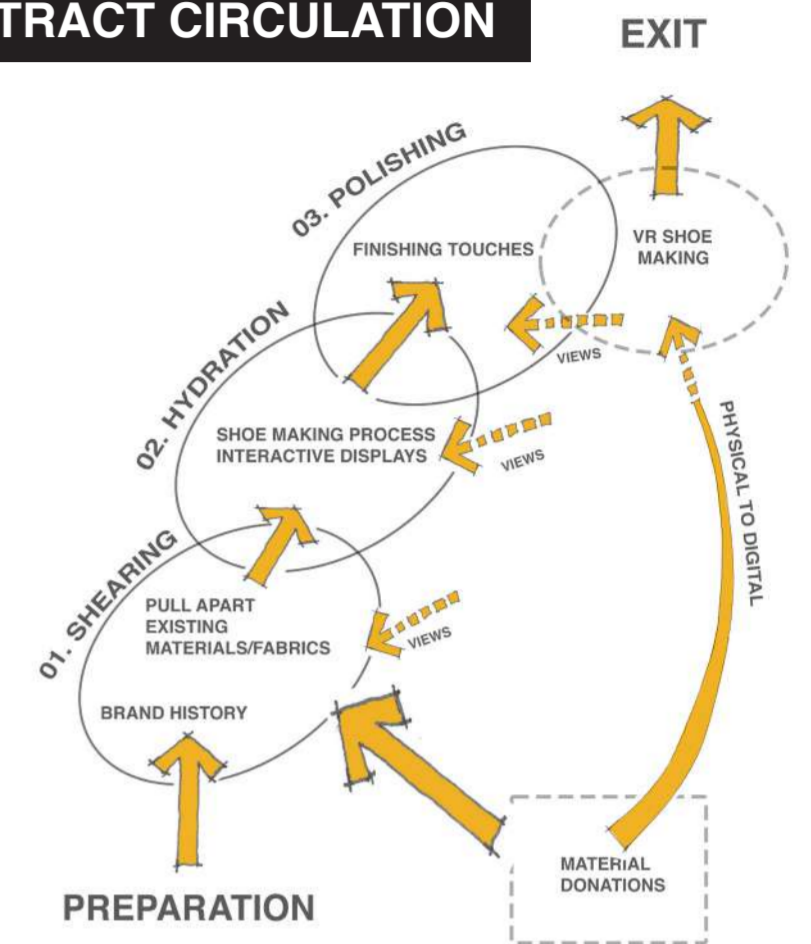
The Maltings was previously used as a tannery, which is the process of tanning leather.

Using key words from its heritage that correspond with the shoe making process translates into zonal areas within Change of Sole, creating this relationship with the site and Dr Martens.

### KEY SHOE LANGUAGE

- AGLET - GUIDES THE LACE
- EYELET - TO SEE
- SOLE - FOUNDATION, LOWEST POINT
- LACE - DRAWS TOGETHER
- TONGUE - ORGAN OF SPEECH
- PURITAN STITCH - ATTACHING
- COLLAR - THAT ON WHICH THE HEAD TURNS
- WELT - RIDGE ON THE SKIN

### ABSTRACT CIRCULATION



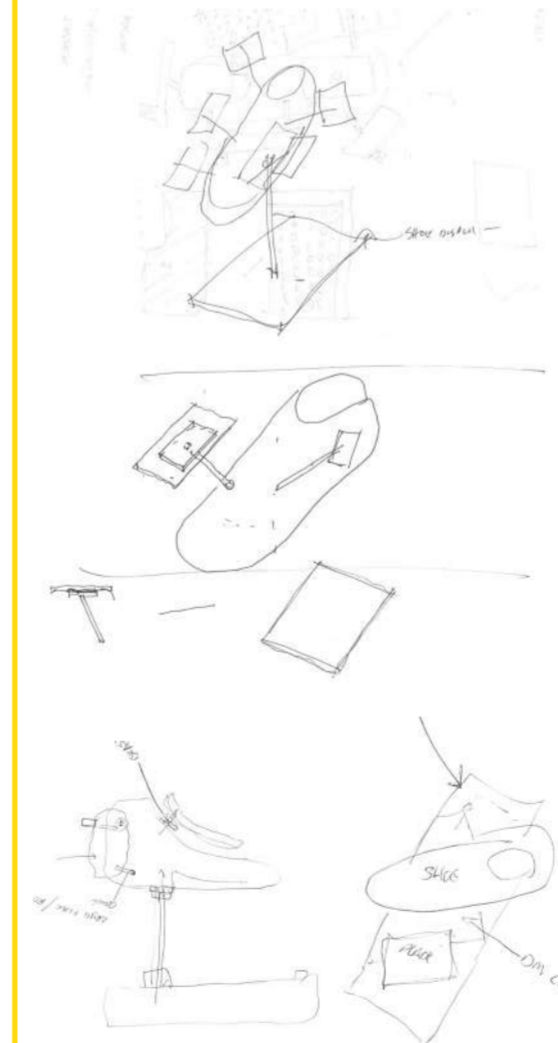
### PREPARATION

**LOCATION**  
FARNHAM MALTINGS,  
BRIDGE SQUARE,  
FARNHAM,  
SURREY,  
GU9 7QR



### MATERIAL BOARD

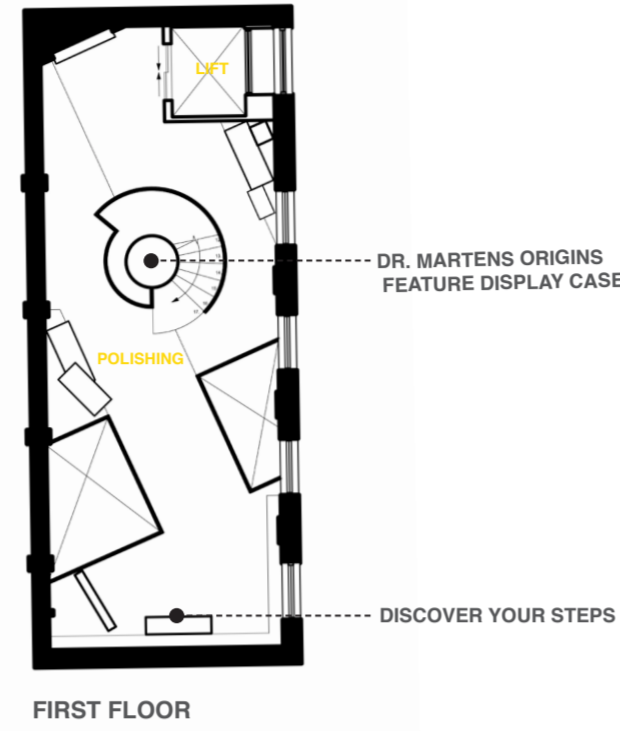
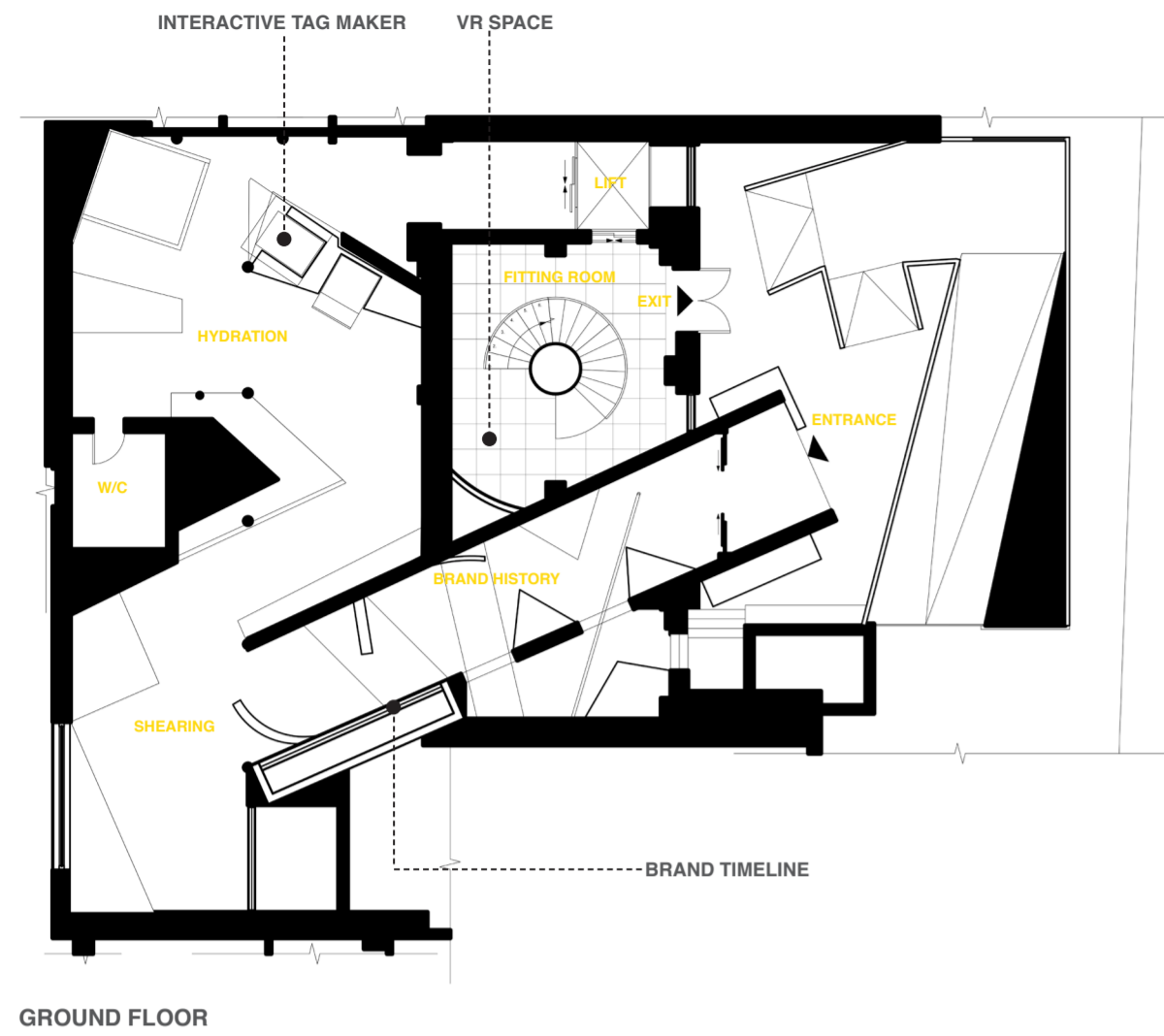
Conceptually expressing the scheme through unpicking Dr Martens brand as well as this notion of creating something new and exciting with the existing.



1. CHARRED TIMBER CLADDING
2. PERFORATED ALUMINIUM
3. CLEAR GLASS MIRROR
4. CONCRETE, GREY
5. ANTIQUE BRASS
6. RECLAIMED TIMBER
7. BLACK ALUMINIUM CLAD



# FLOOR PLANS



# SHEARING

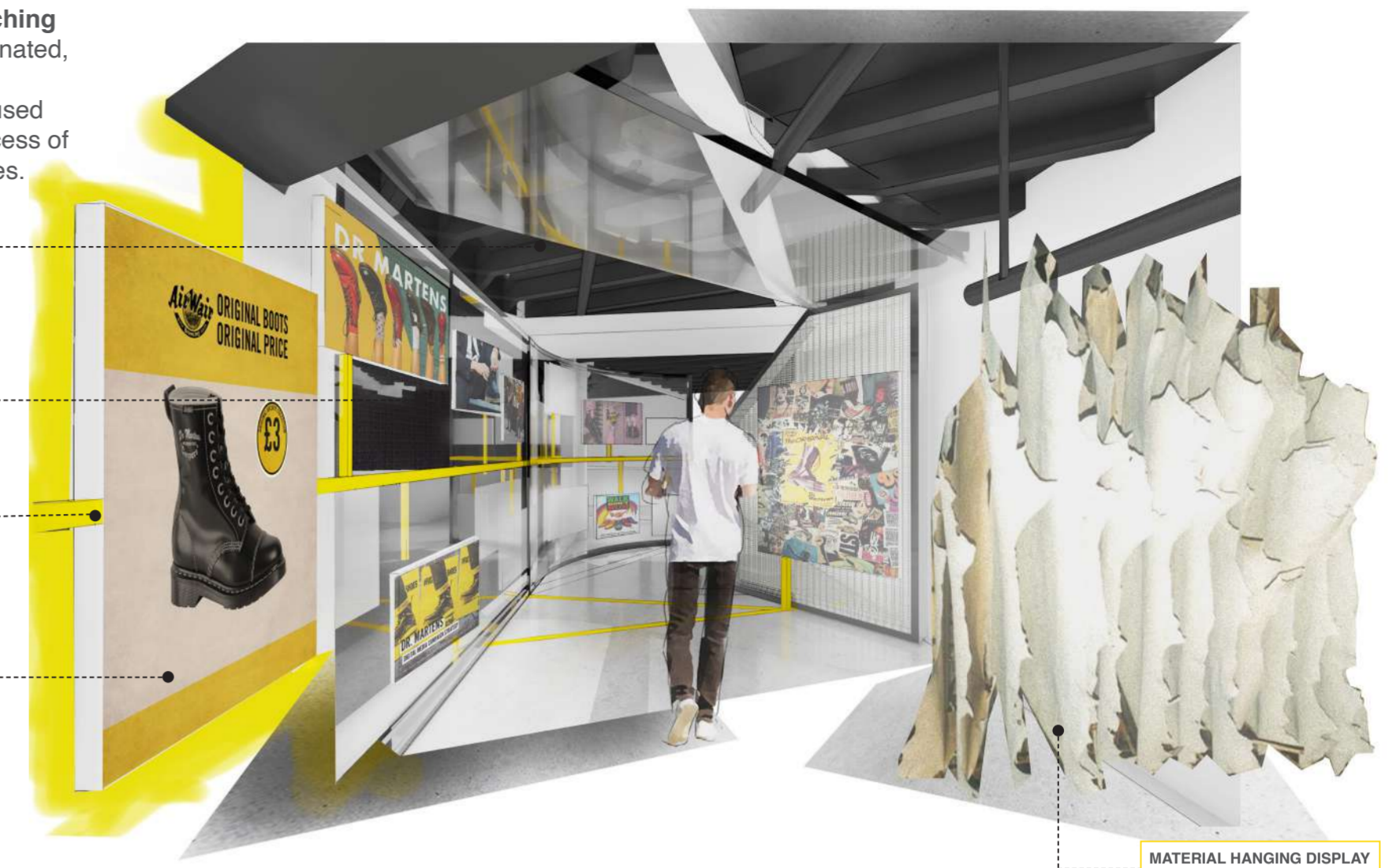
Unpicking, of the brand and unstitching of existing material that has been donated, seeing this process of treatment and refurbishment that can then be re-used into your new Dr Martens. First, process of shoe making cutting out the templates.

EXPOSED CEILING

MONITOR DISPLAY

BRAND TIMELINE

BRANDED LIGHT BOX



## COMMUNITY DONATIONS

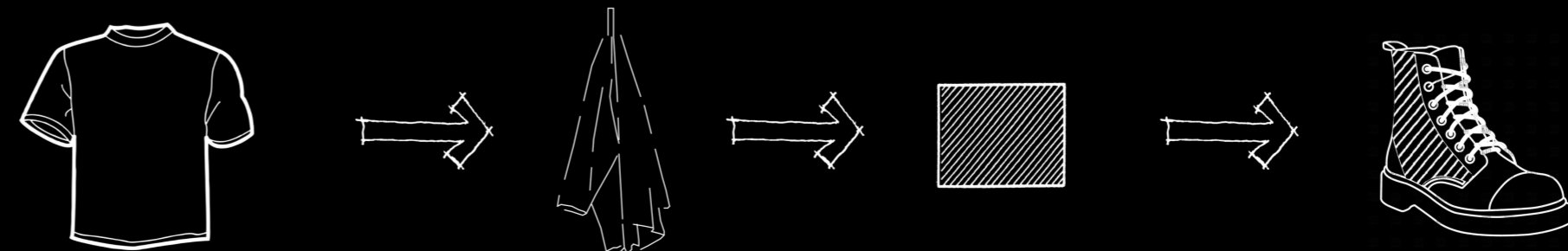
"...the two freinds used various bits of old army uniforms to construct their first shoes. Recalled Maertens, 'I pulled the regimental numbers off my jacket eqalettes and used them as eyelets, and I bought uniform trousers from ex-officers for their leather leggings. I could get two pairs of shoes out of one pair of trousers" - Dr Maertens, Speaking in 1988

1. MATERIALS DONATED

2. TREATED - CUT

3. YOU SELECT DIGITALLY

4. WORN BY YOU



# FIRST

## STEPS

Change of Sole aims to create interactive experiences, where people will have an individual relationship with the Dr Martens brand. Creating exclusives and personalised products that are only available from within the store encourage people to experience the physical and tangible connection of Dr Martens.



CUSTOMISE - YOUR OWN DR. MARTEN TAG

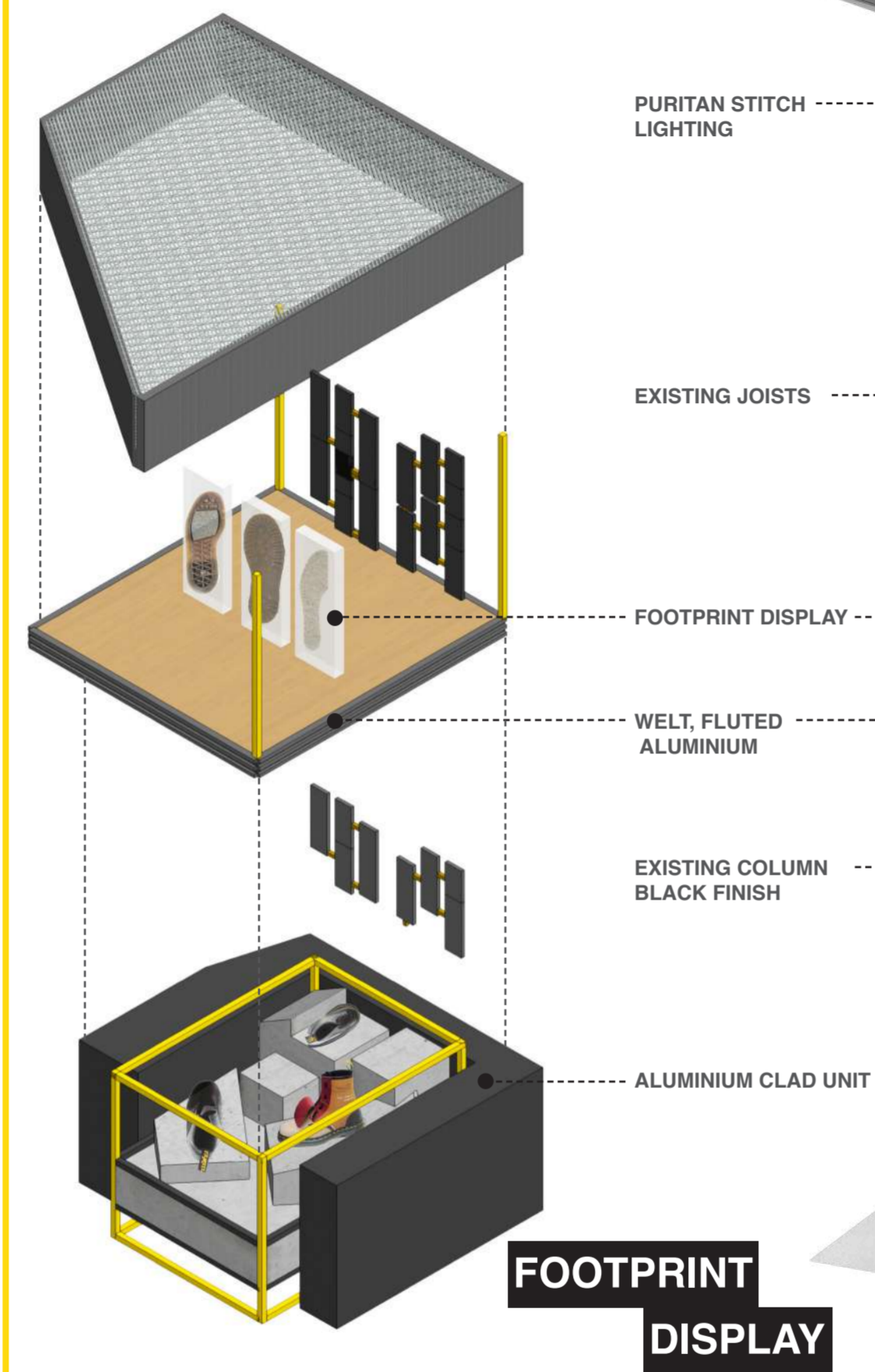


WATCH TAG TURN FROM DIGITAL TO PHYSICAL

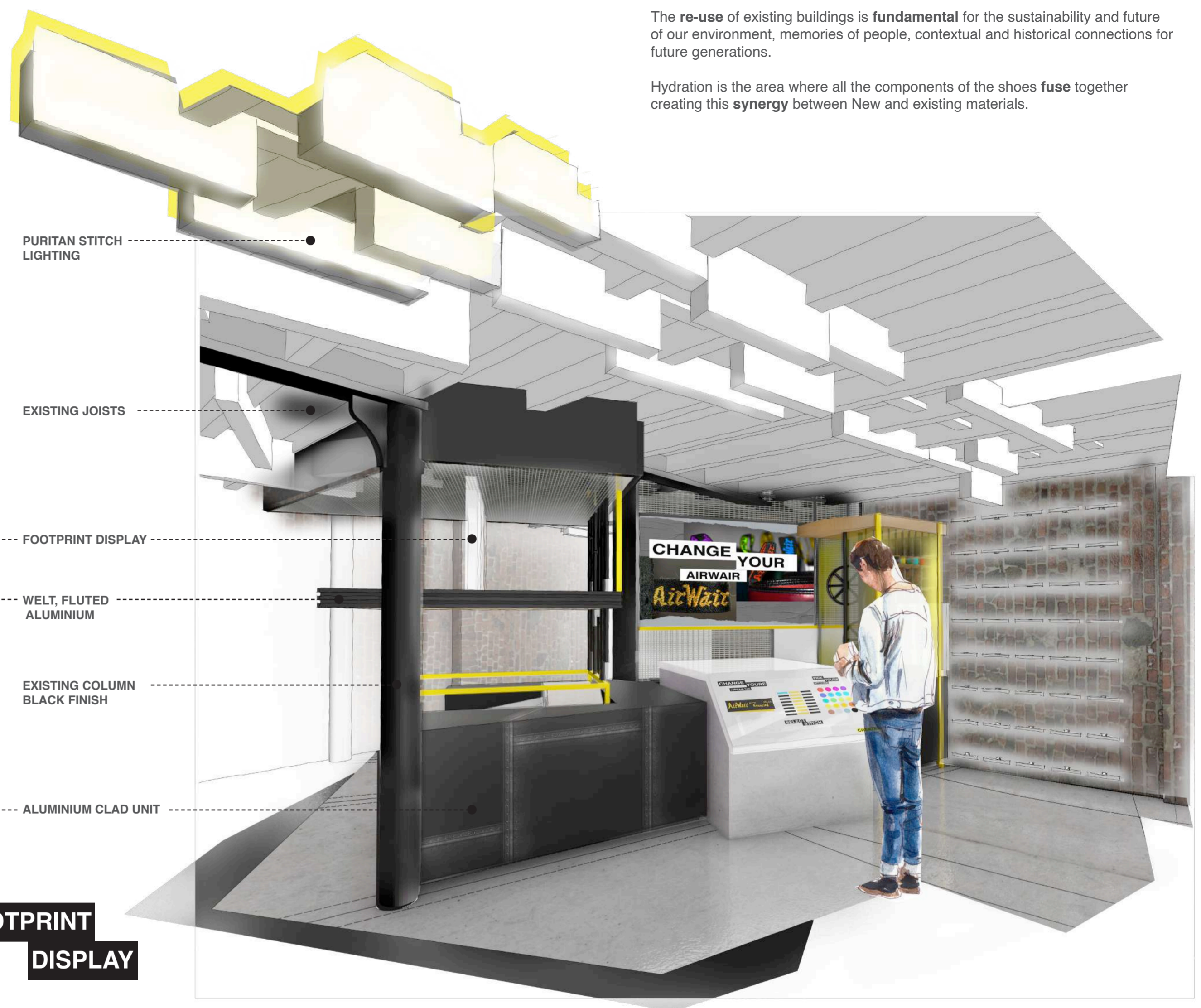


COLLECT - ATTACH TAG TO YOUR SHOES

# HYDRATION



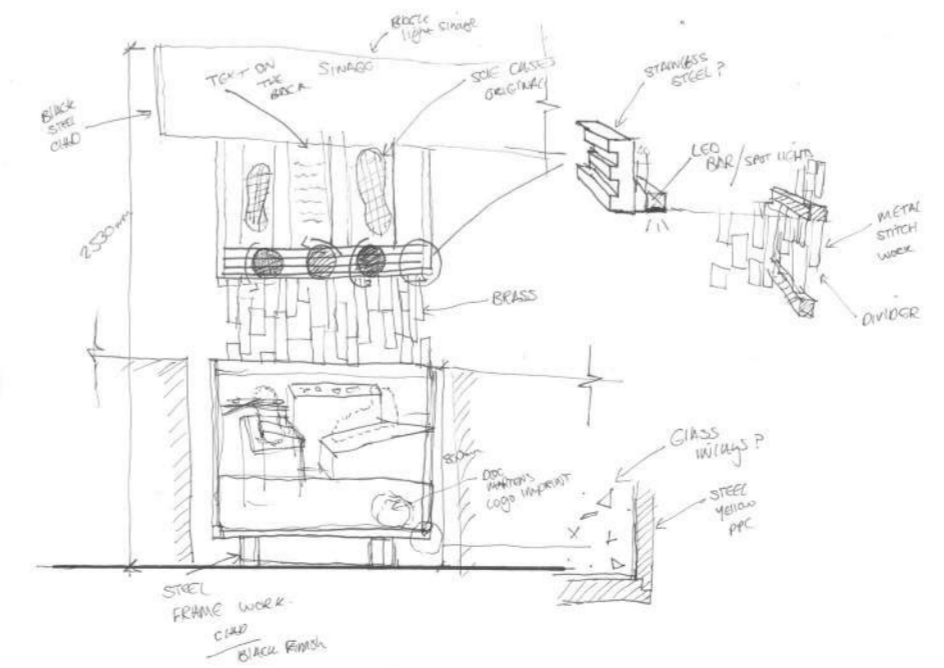
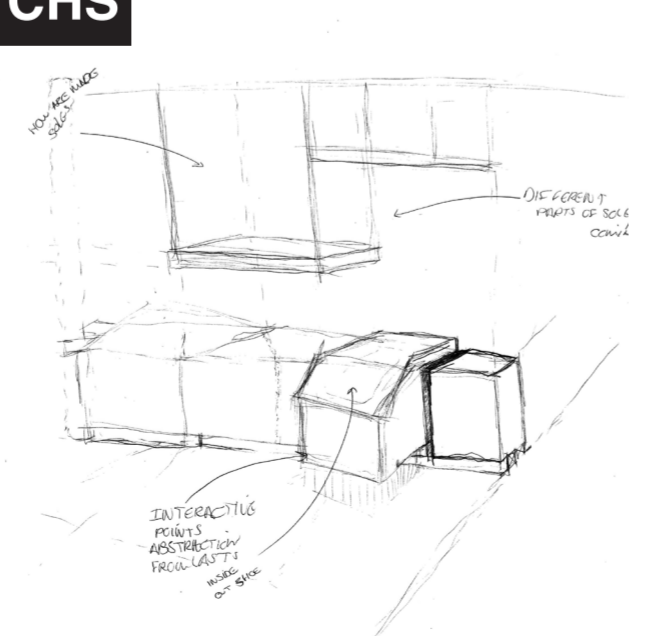
KNOW YOUR BOOT LEARN HOW IT'S MADE



The re-use of existing buildings is **fundamental** for the sustainability and future of our environment, memories of people, contextual and historical connections for future generations.

Hydration is the area where all the components of the shoes **fuse** together creating this **synergy** between New and existing materials.

# DEVELOPMENT SKETCHES



# DISCOVER

## YOUR FOOTSTEPS

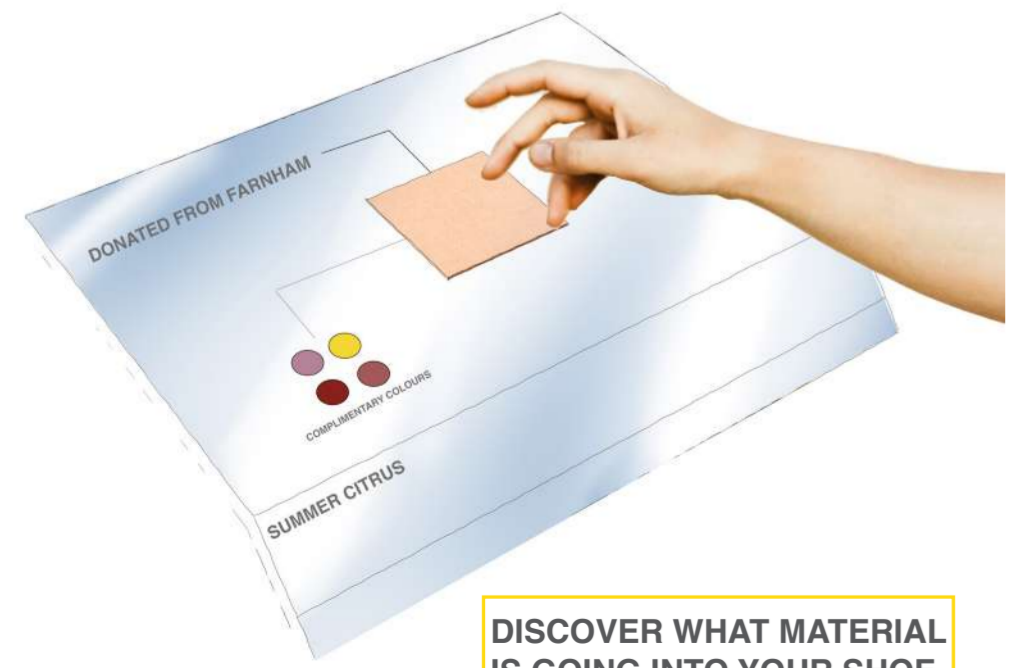
The Maltings has been adapted over the years to serve different purposes. This has led to the brick build up becoming more like a sediment, containing multiple layers of re-use and upcycling from over the years. Further looking into this and the ideologies of De-growth using the existing to create a sustainable future. Creating a connection with people and materials is important for people not to disregard and replace.



TAKE TREATED FABRIC FROM DISPLAY

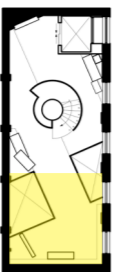


PLACE ONTO SCANNER



DISCOVER WHAT MATERIAL IS GOING INTO YOUR SHOE

# POLISHING



Polishing is the final stage of the shoe making process, where everything is being tied together having this relationship with the trusses as it ties the maltings together.

PURITAN STITCH LIGHTING

CHANGABLE SIGNAGE

TREATED MATERIALS AND FABRICS

LIGHT BOX SHELVES



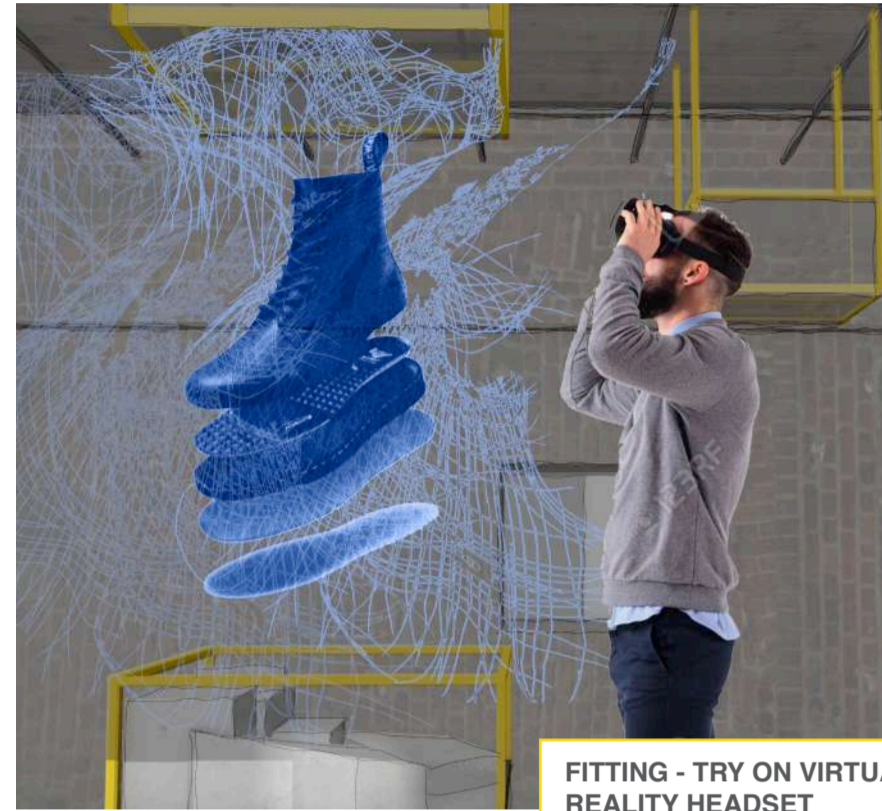
## 1:50 MODEL

Created from used Dr Marten Shoe Boxes was fitting for the site. To express De-growth and this metaphor of the outer packaging becoming the walls of the maltings.



# VIRTUAL SHOE MAKING

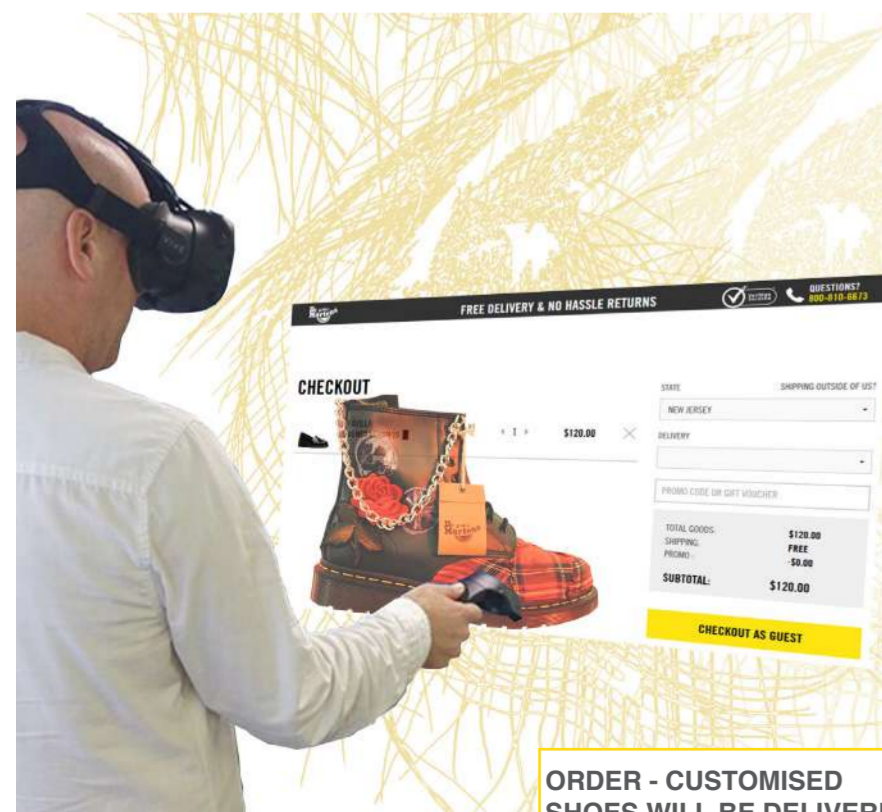
Using virtual reality to design and personalise a boot from the whole archive of Dr Martens. Using the donated materials in digital form, that will then be handcrafted by specialists following the processes seen within the tour. Your custom boot will then be delivered with a personal QR Code enabling you to wear your boots within the meta verse too..



FITTING - TRY ON VIRTUAL REALITY HEADSET

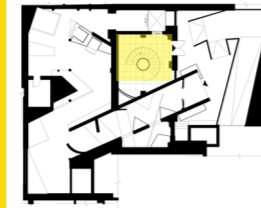


CREATE - DESIGN YOUR OWN CUSTOM SHOE



ORDER - CUSTOMISED SHOES WILL BE DELIVERED

## FITTING ROOM



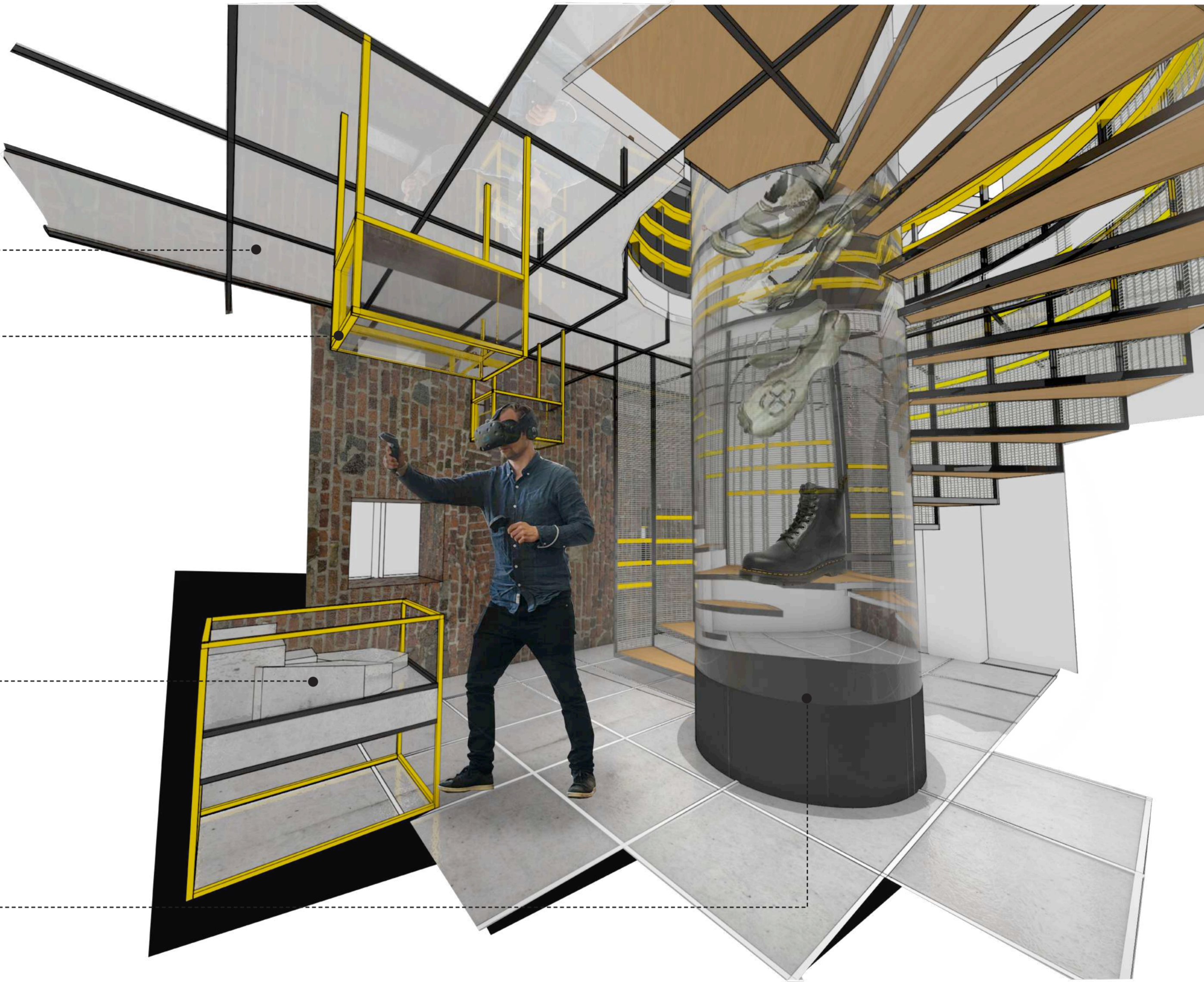
The area has vistas of the whole journey where the user has a sense of being a part of something bigger. Understanding of the shoe making process and the craftsmanship within the boots.

CLEAR MIRROR CEILING

CUSTOM SHOE DISPLAY

VR HEADSET STAND

DR. MARTENS ORIGINS FEATURE DISPLAY CASE



## QR CODE LINKS

"The move from music stored on compact discs to downloadable virtual music. The 248 songs which can currently be stored on a 2MB MP3 Player, would have previously required about 16 CDs." (Bhamra, 2008:125)



< SCAN FOR AUGMENTED REALITY PRESENTATION BOARD



< SCAN FOR VIDEO OF AR DISPLAY

Using technology to drive people into the retail store to experience the physical craft and be immersed within the crafts town of Farnham.

AR PRESENTATION BOARD  
<https://app.vectary.com/viewer-ar/v1/?model=49b8bf56-6b77-410a-ba64-040a7a2791e7&allowScaling=1>

VIDEO LINK  
<https://maxgreen505.wixsite.com/fmpcos>