

FRONT FACADE
 Re-use of existing materials re-stitched into a new identity.



YARDAGE
 Users sort through once destined landfill clothes. Focus on materiality and the senses.



HABERDASHERY
 Wasted textiles and cut-offs are re-purposed. A focus on existing materials being re-used.



STITCHING
 Users learn how to stitch in order to aid the 'lo' fashion movement. This area stitches two spaces together.



APPLIQUE
 A space where users begin to form and craft their own unique identity.



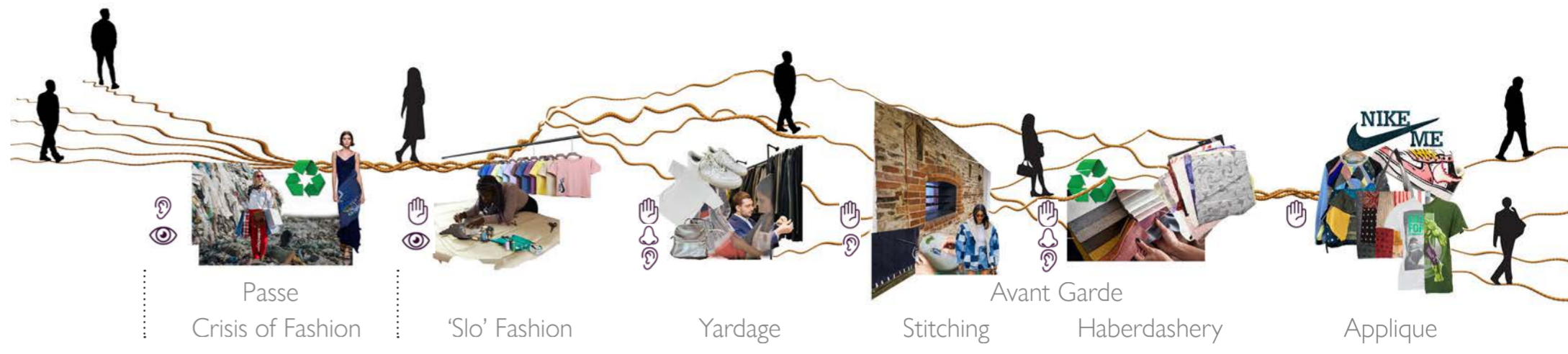
NIKE ME is designed for the intention of creating a new direction, the 'Avant Garde' of the fashion world. This is known as 'slo' fashion, whereby creatives, students and environmentalists can re-stitch, re-learn and re-purpose once destined landfill clothes and textiles.

NIKE ME aims to inspire, re-educate and provide a more haptic memorable experience through the use of touch, smell and sound, when crafting their own identity, through making own garments.



Influence & Solution Collage

The Farnham Maltings is collated together through a patchwork of different eras each with a differing purpose. Originally designed for industrial use it alluded to the idea of identity, crafting a new purpose for the Maltings in order to impact sustainably.

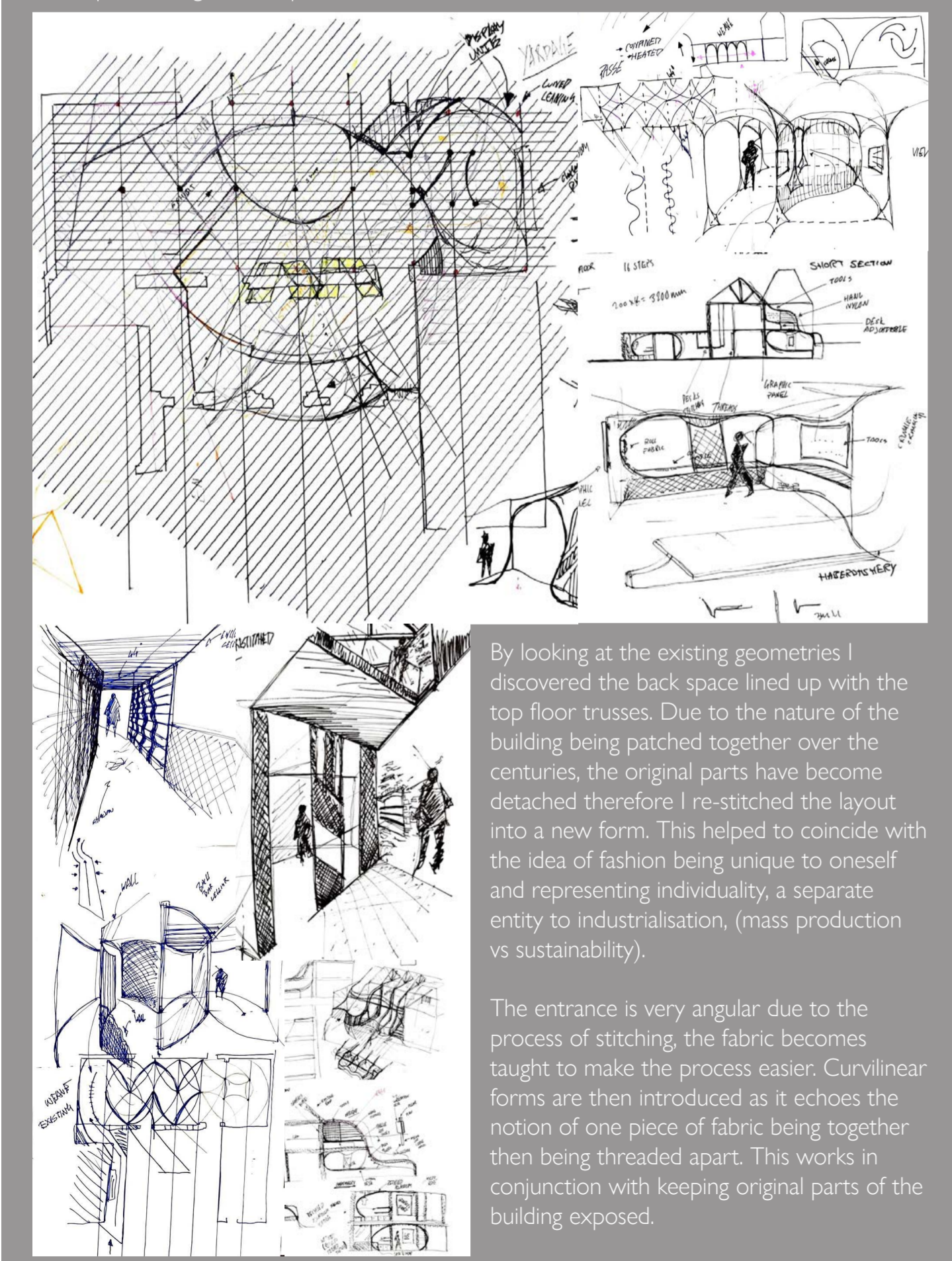


Abstract Circulation Diagram

This diagram abstractly describes the user journey and what activities will take place, in conjunction with what senses used. A number of spines represent each individuals journey, conjoining, as if one is with the building. As the user progresses they and the building start to thread apart, a

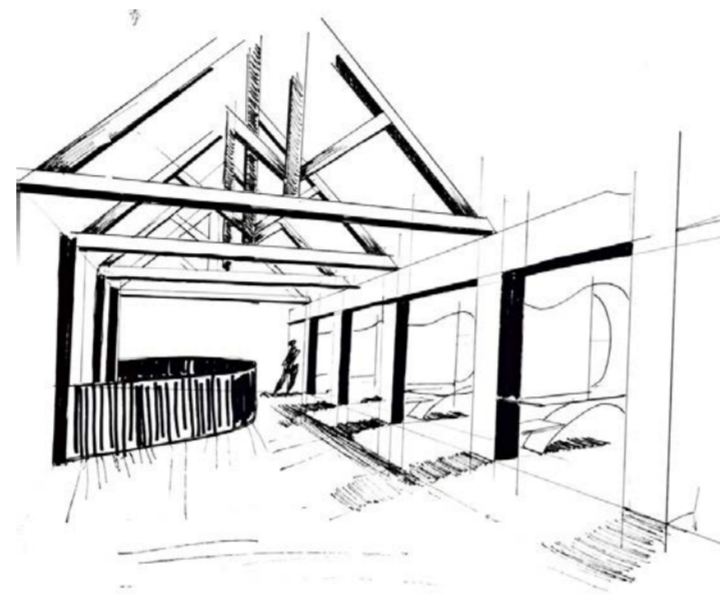
resemblance of re-education of fast fashion, stitching into a new way of thinking (avant garde). These threads are then re-stitched back together as the user begins to craft their identity and leave with an understanding of re-purposed fashion.

Concept to Design Development Sketches



By looking at the existing geometries I discovered the back space lined up with the top floor trusses. Due to the nature of the building being patched together over the centuries, the original parts have become detached therefore I re-stitched the layout into a new form. This helped to coincide with the idea of fashion being unique to oneself and representing individuality, a separate entity to industrialisation, (mass production vs sustainability).

The entrance is very angular due to the process of stitching, the fabric becomes taught to make the process easier. Curvilinear forms are then introduced as it echoes the notion of one piece of fabric being together then being threaded apart. This works in conjunction with keeping original parts of the building exposed.



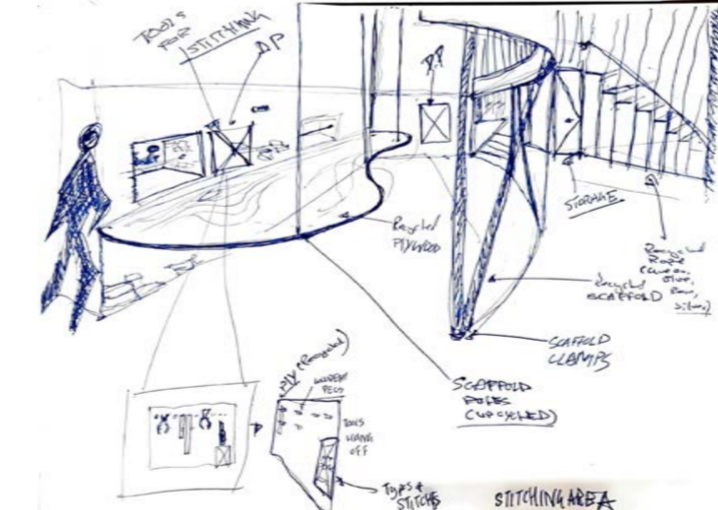
Applique Development



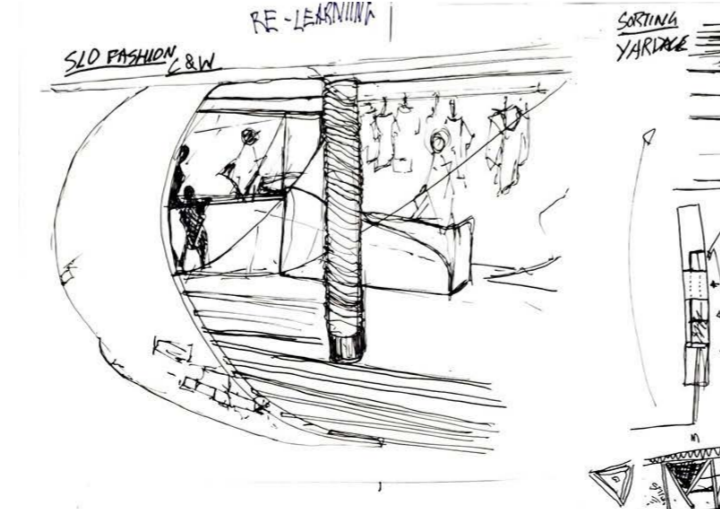
Crisis of Fashion Development



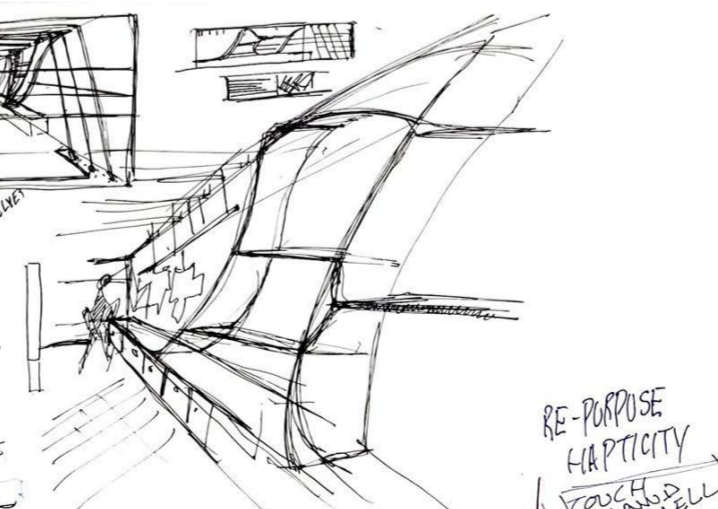
'Slo' Fashion Development



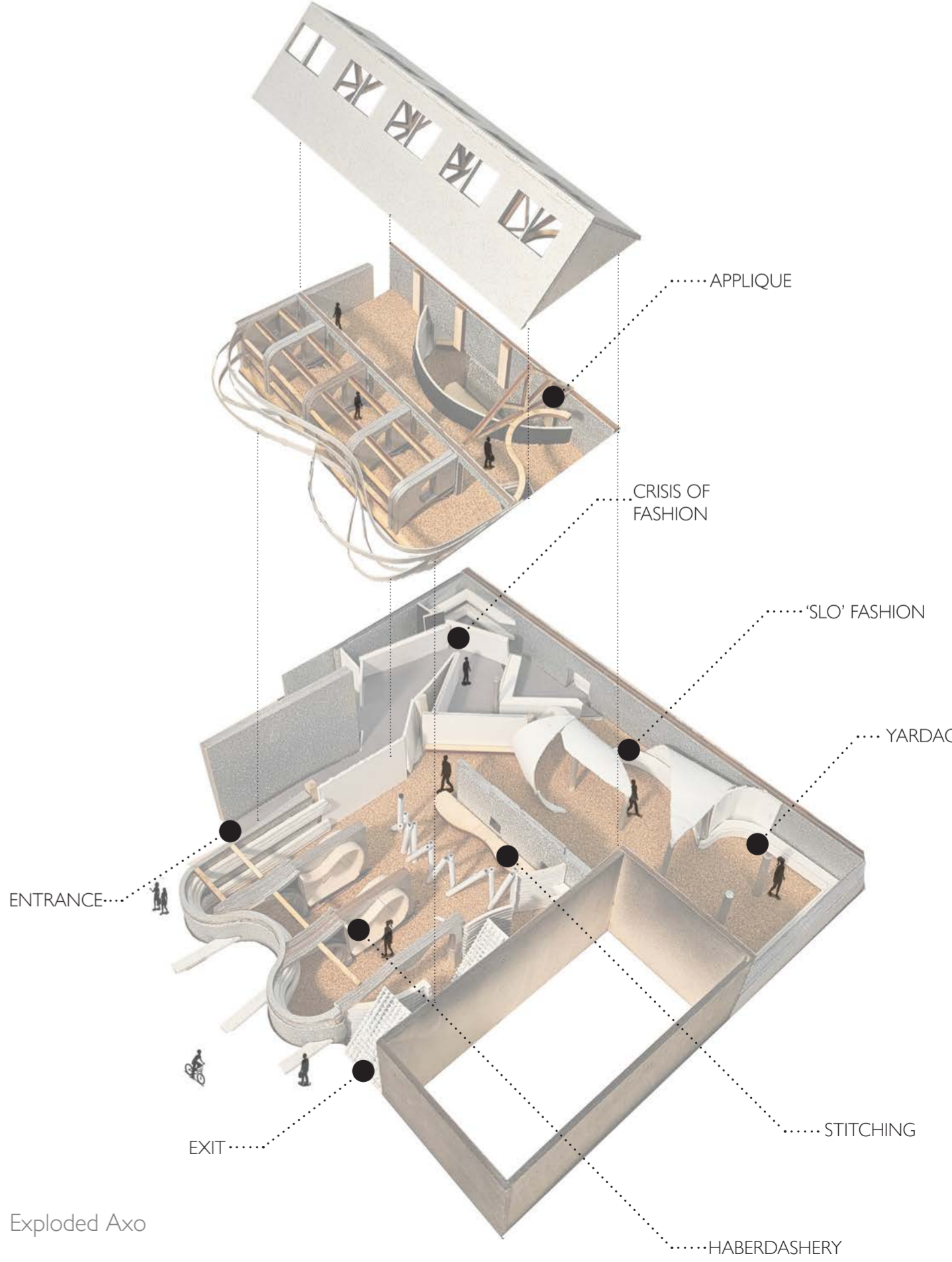
Stitching Development



'Slo' Fashion (Inspiration) Development



Yardage Development



Exploded Axo