

# TEASCAPE

A Story Of Tea Leaves

Retail Futures: Brand Retail

Local retail environment for an independent operator, with a focus on the circular economy. Re-engage physically with the High Street, & build a brand which offers innovative concepts around principles of designing out waste, reduce pollution, & regenerate natural systems.

## INTRODUCTION TO THE PROJECT



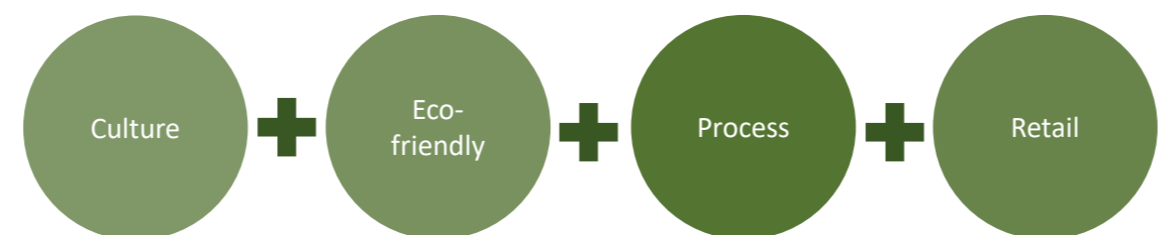
### A STORY OF A LEAF

FROM--The localization of Starbucks coffee in the Chinese market  
TO-----The localization of Chinese tea in Edinburgh



Cocoa, coffee and tea are the three major non-alcoholic drinks in the world

#### CONCEPT OF THE BRAND



- Culture**
  - Differences in Tea Drinking Culture
  - Combining local characteristics to achieve local localization
- Eco-friendly**
  - Tableware
  - Tea leaves residue
  - Lighting
  - Facilities
- Process**
  - Transferring part of the tea processing to the store
  - Involving people in the processing of the product
- Retail**
  - Customers and Stores
  - Customers and Products
  - Customers and Staff

#### STRATEGY

##### A more environmentally friendly store:

To use bamboo laminate as one of the main materials. Mao bamboo is the fastest growing plant on earth, and bamboo laminate as a material is very environmentally friendly. It is the fast growing hardwood alternative! It is also easily recycled, for example as resource to make chipboard. Alternatively, it can be burnt in a biomass energy plant to create green electricity. In this way the use of fossil fuels is reduced.

##### Environmentally friendly tableware and cups:

- support bringing your own cups to enjoy discounts
- provide paper straws and reusable ceramic teacups

##### More environmentally friendly packaging:

- Reduce the use of plastic bags and replace them with paper bags and bamboo baskets.

##### More secure shopping:

- Being able to taste the tea for free before buying, which helps consumers buy and reduces idle waste.

##### Experience

- There will be some tea making tools available in the store for customers to try and increase the experience of the store.



#### TEA MAKING PROCESS

- Tea leaves
- Withering
- Fermentation
- Fixation (Halt fermentation)
- Rolling
- Drying
- Piling
- Refining
- Added process
- Packaging



#### REUSE OF TEA LEAVES

- After the residual tea leaves are dried, they can also be put into a pillowcase to act as a pillow insert
- Soak the tea leaves in water for several days and then pour it on the roots of plants, which can promote the growth of plants.
- Tea pomace can be used as fertilizer after decomposition
- Tea leaves can be dried to make fragrance bags, absorbing odors, hanging in the car

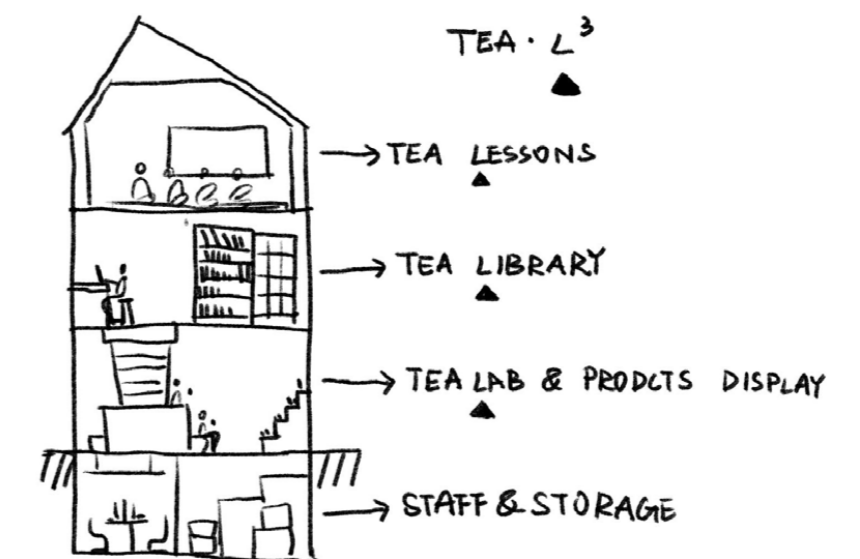
#### ZONES & FACILITIES REQUIRED

##### Zones:

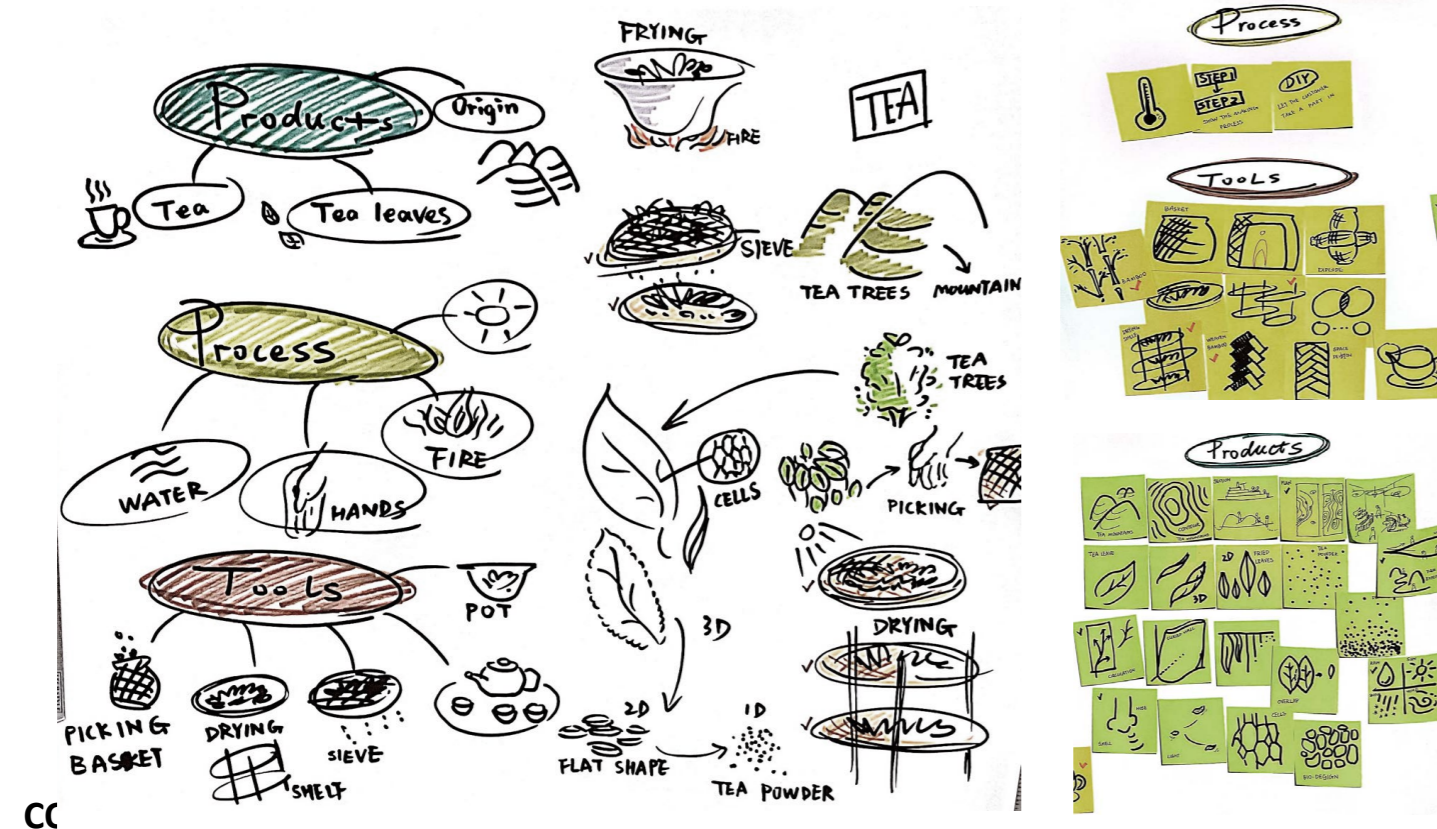
- Product display sales area
- Tea making area
- Tea equipment room
- Storage room
- Washroom
- Staff Lounge
- Tea Library
- Tea Club

##### Facilities:

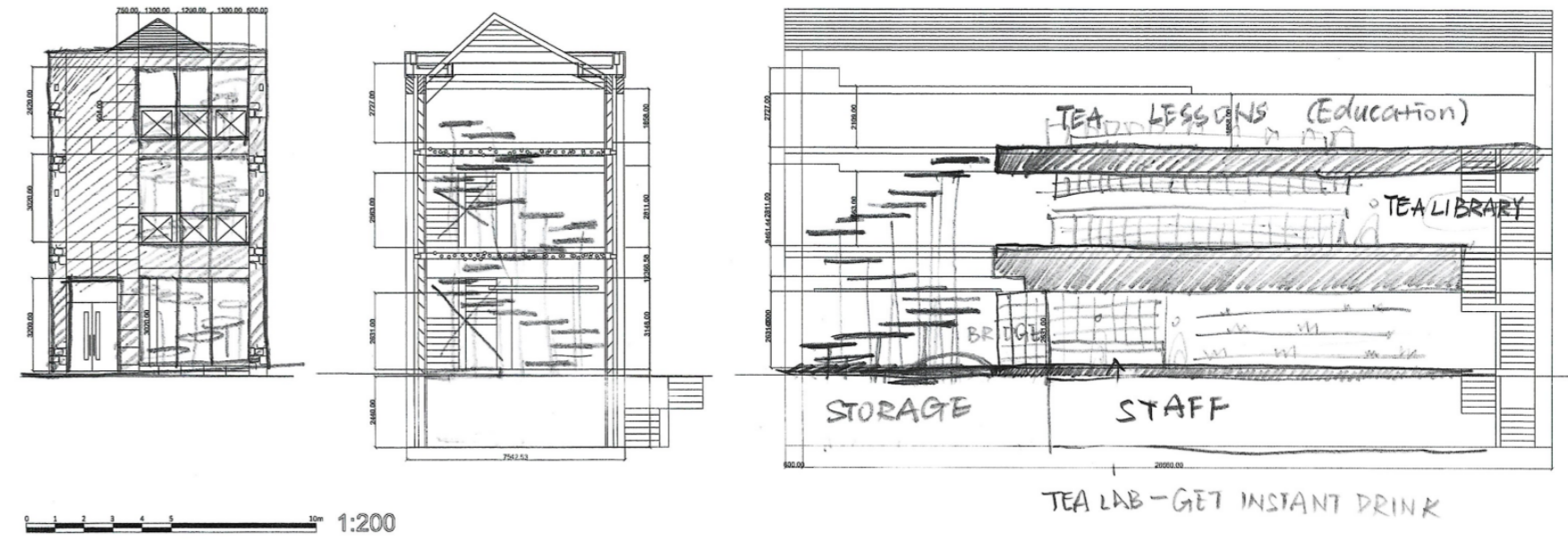
- Tea roasting and frying machine
- Tea Twisting Machine
- Water Purifier
- Tea Cup
- Teapot
- Tea Bucket
- Goods shelves



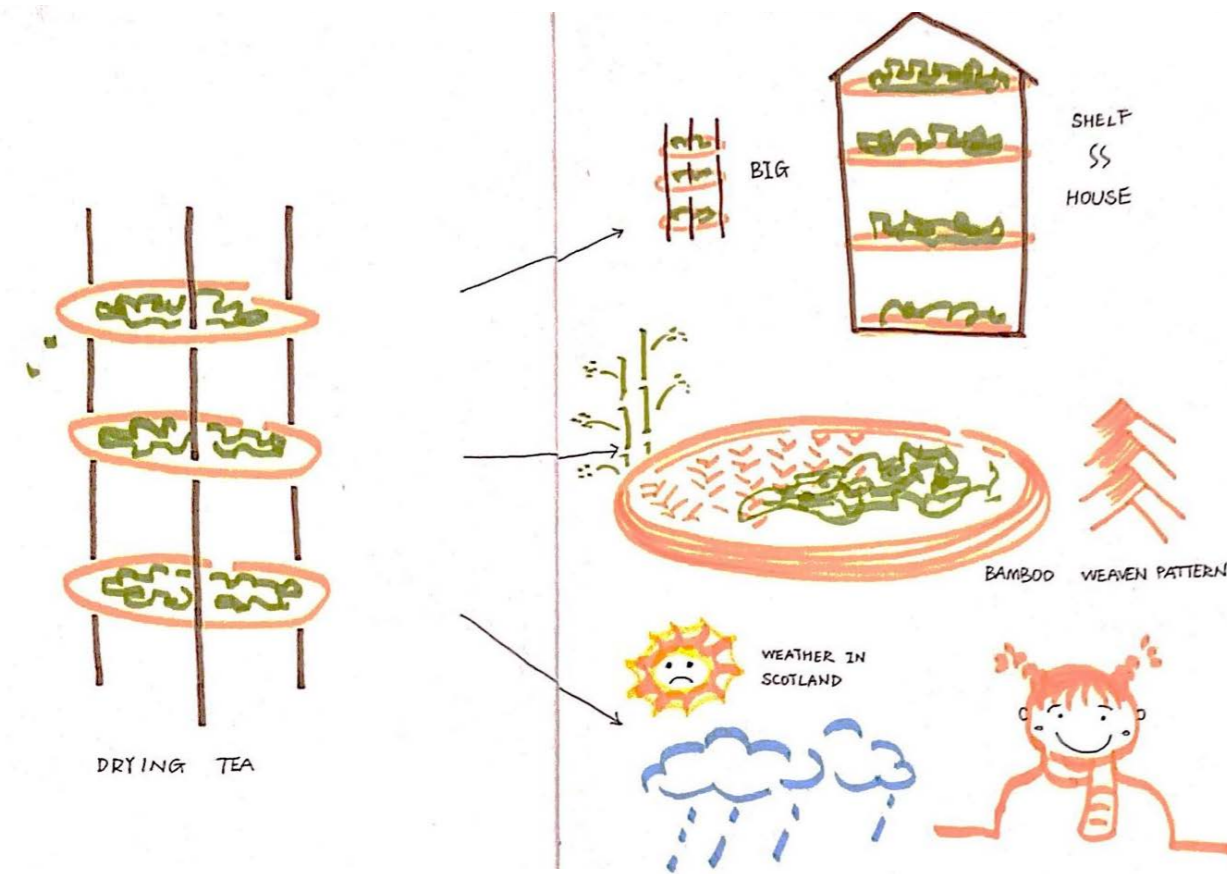
# Concepts



I try to find inspiration from the processing of tea leaves, the processing tools and the tea products themselves.



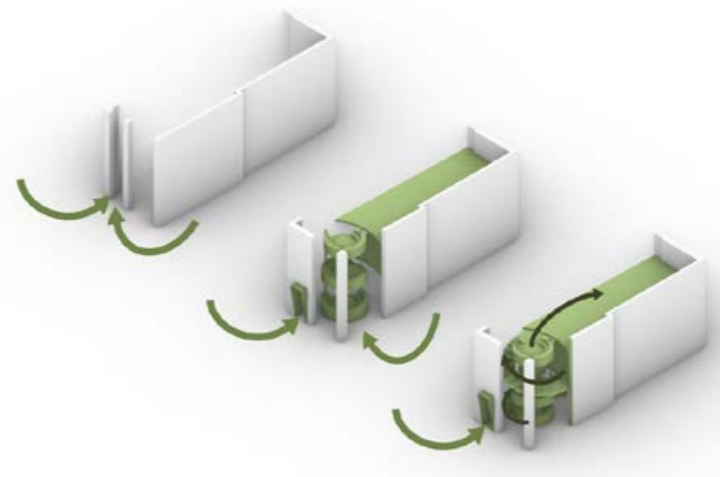
TEA LAB - GET INSTANT DRINK



Apply the tea shelf to the interior design, the whole house is seen as making the shelf, then each floor represents the basket on the shelf, if the interior furnishings make green then it can represent the tea leaves.

The texture of the bamboo weave is beautifully interwoven with each other, and I wanted to use it as a design language for interior design.

It may not be able to dry tea in Edinburgh where it rains a lot, but I hope people who come to this tea store will feel good.



I tried to find more possibilities for the staircase, the steps don't have to be square, I tried to incorporate circles into the steps, using the rounded look of the sun tea bamboo baskets and the texture of the bamboo weave.

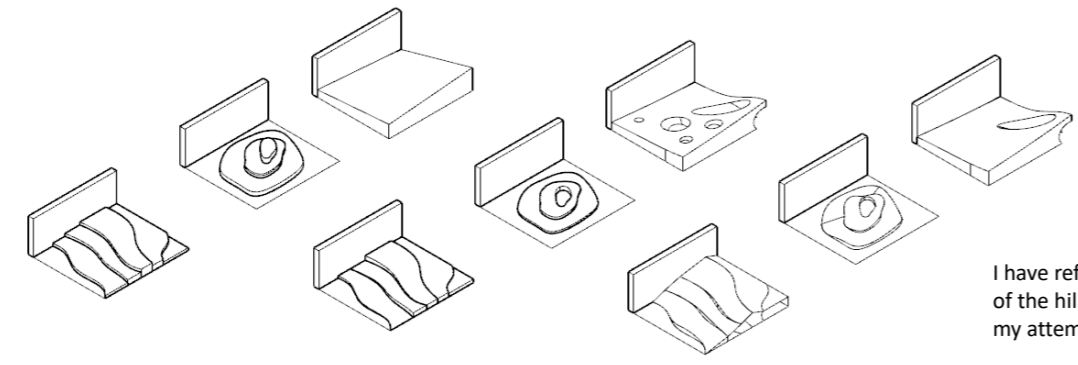


## CONCEPT 2

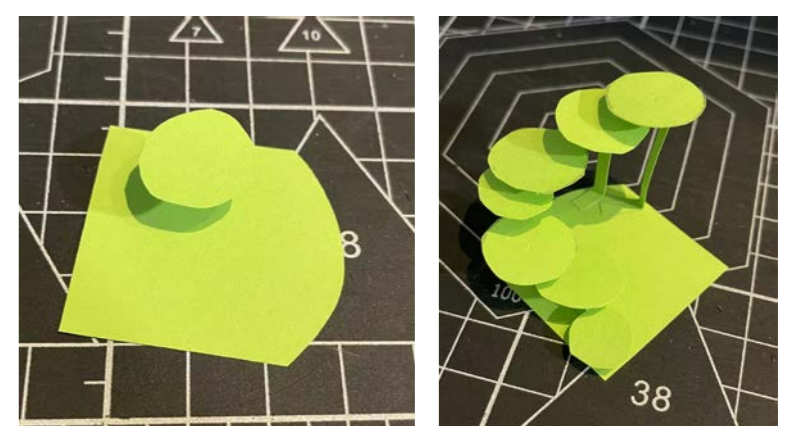
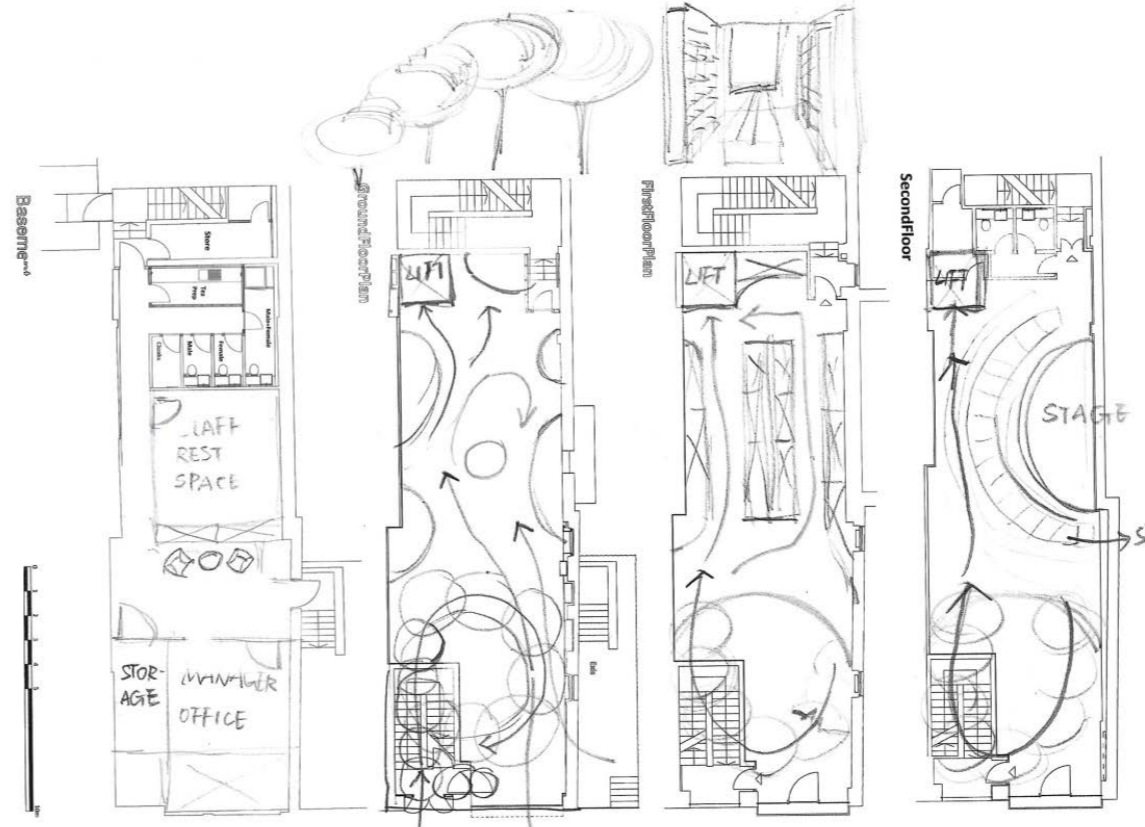


I want to bring the natural aura of the mountains where the tea leaves originate to my retail outlets, so that people can think of nature and the original origin of the product when they shop.

## ELEMENT ABSTRACT



I have refined and reused elements of the hillside, these are some of my attempts at hillside expression.

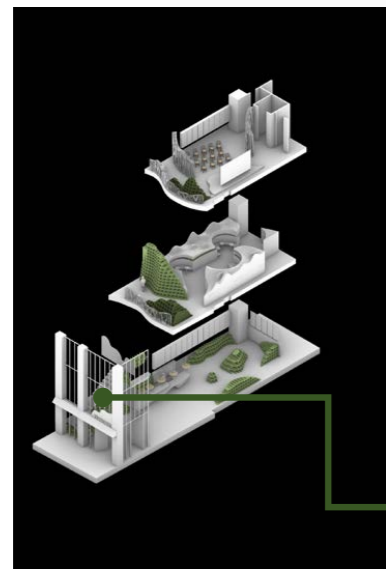


# Design Development & Resolution

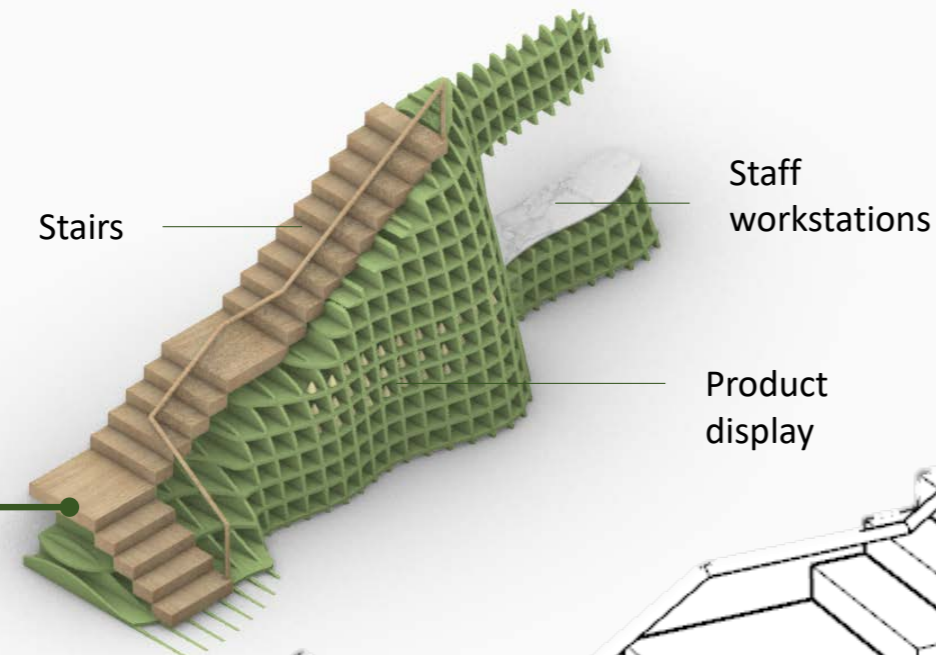
## FINAL DESIGN SOLUTION

### FUNCTIONS OF DIFFERENT SHELVES -- 1

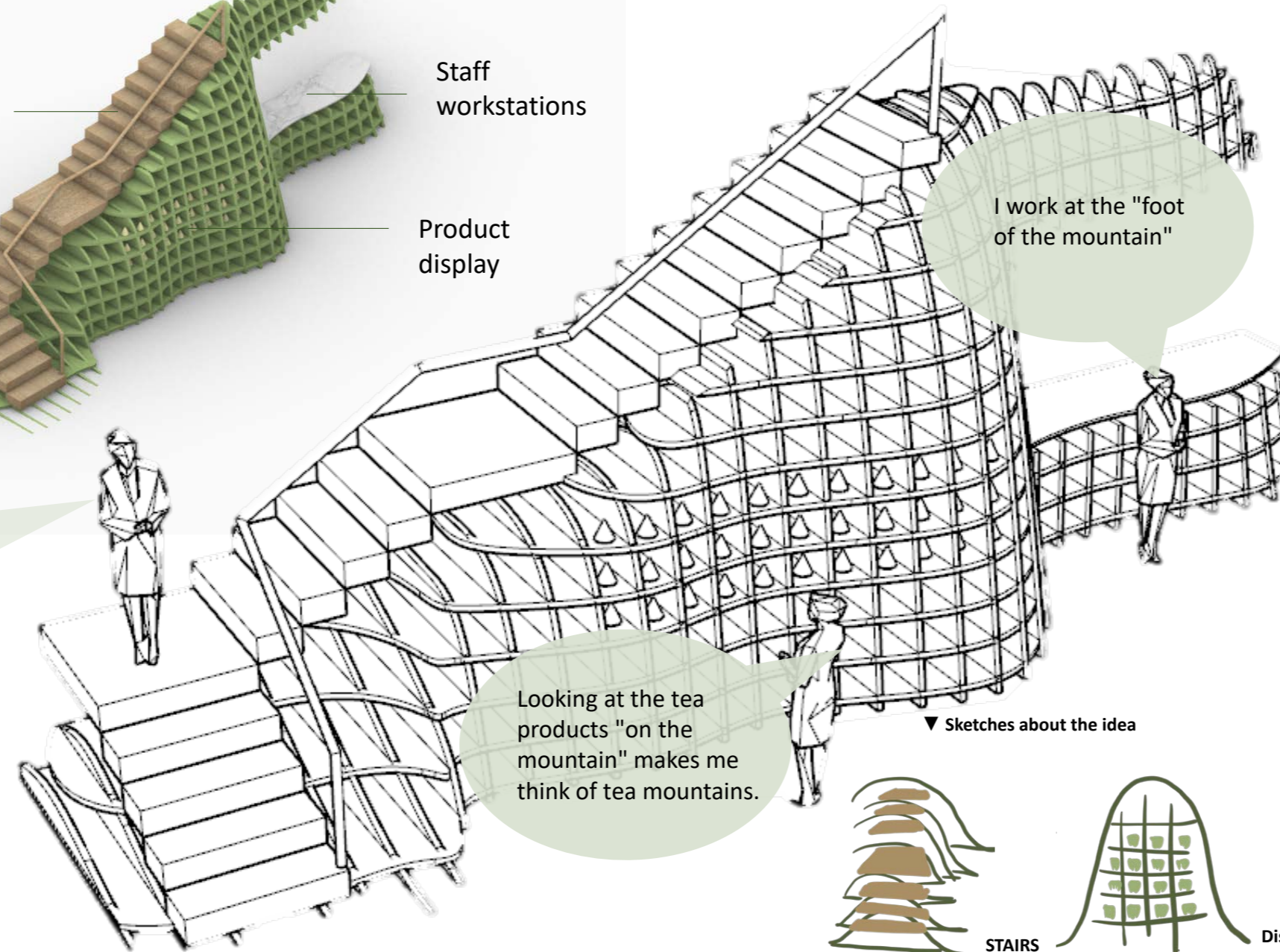
#### ▼ Position



#### ▼ The structure of ground floor shelf

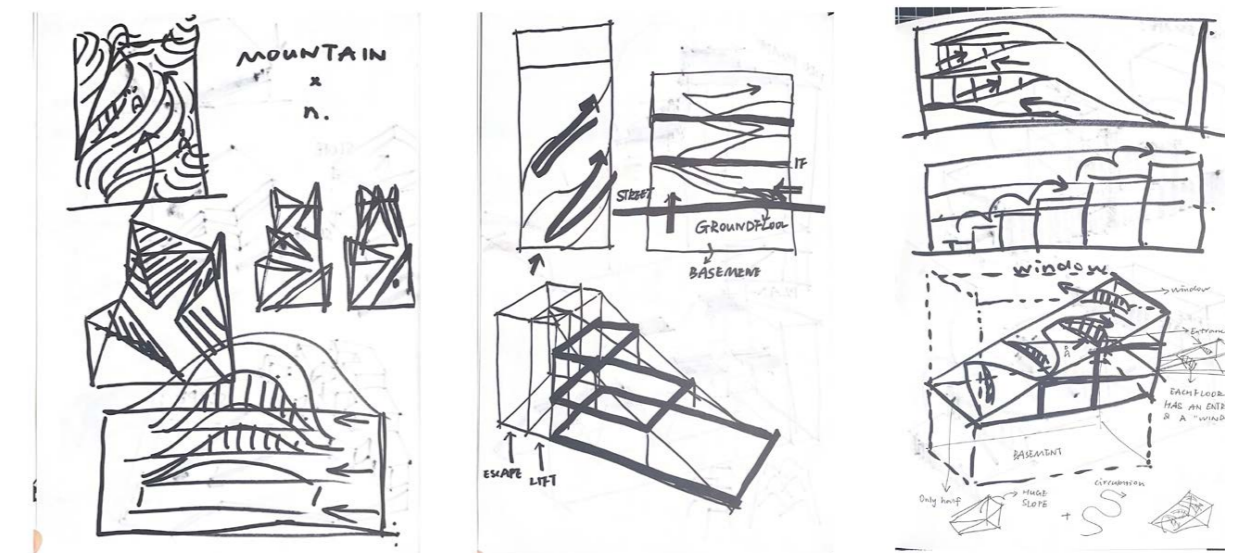


#### ▼ Interaction with customers and staff

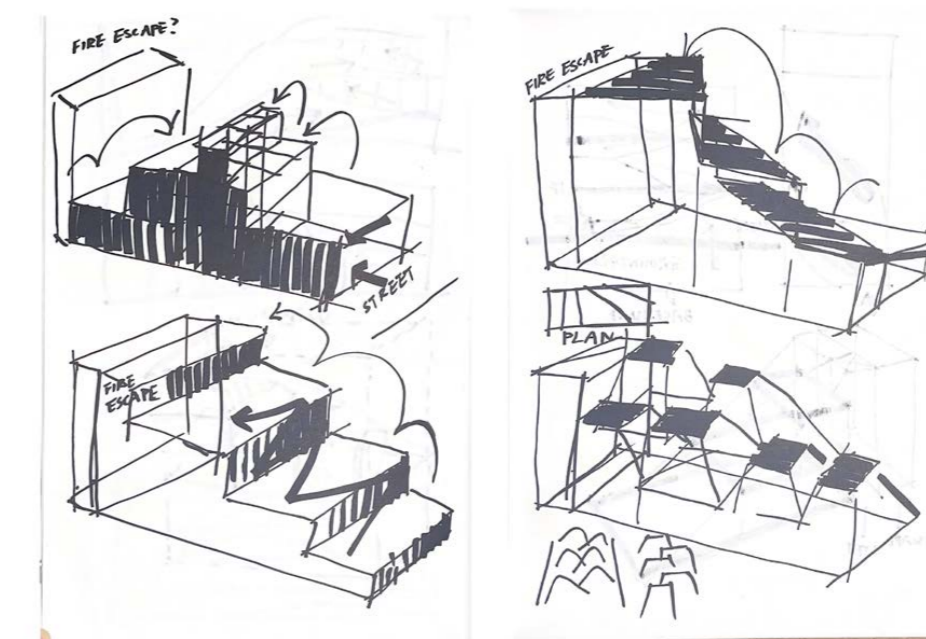


I try to bring customers and staff closer together, starting with the use of the same piece of furniture. Such a large shelf can satisfy the needs of both customers and employees, invariably eliminating the feeling of distance between people.

### SKETCHES



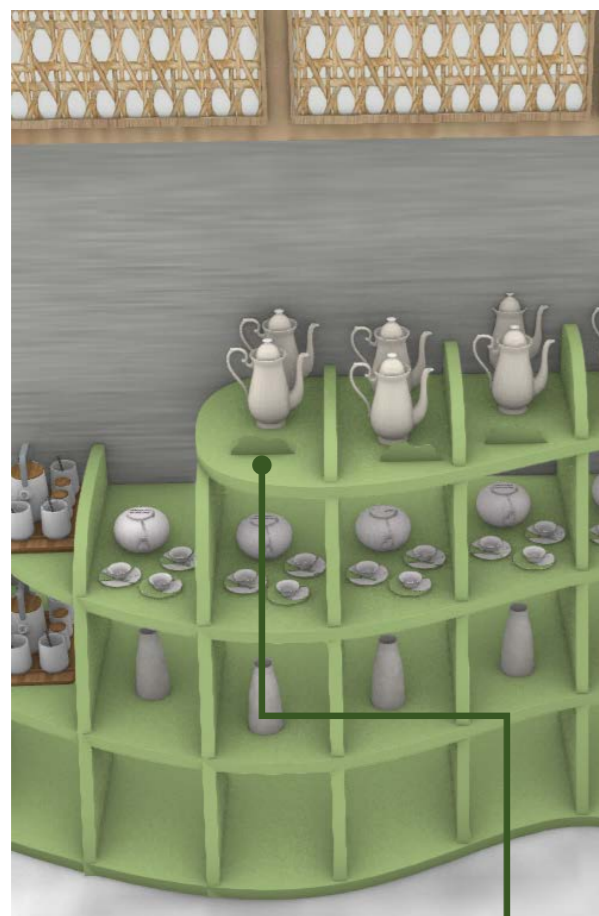
I tried to amplify the elements of the hillside into a kind of structure for the whole interior of the building.



## FINAL DESIGN SOLUTION

### PRODUCT DISPLAY

▼ Ground floor main sales area

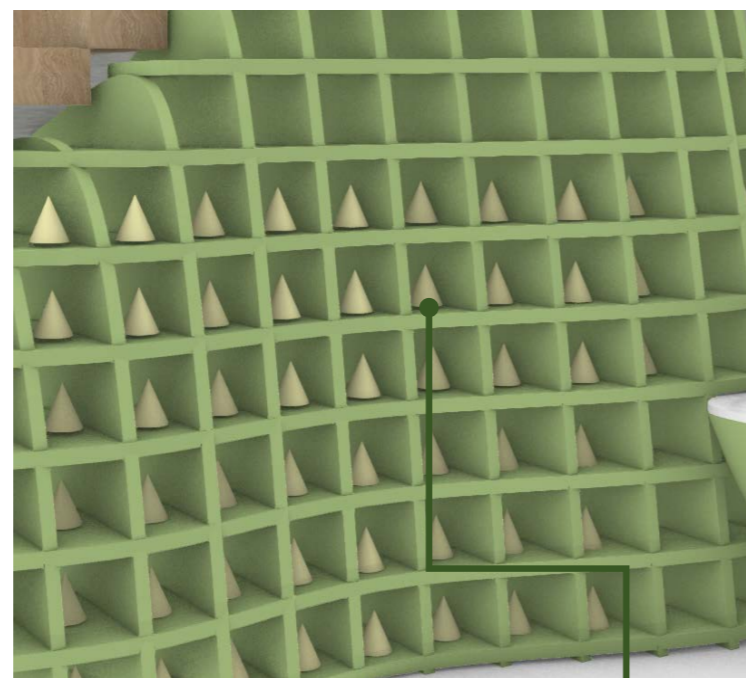


▼ Price Information Board

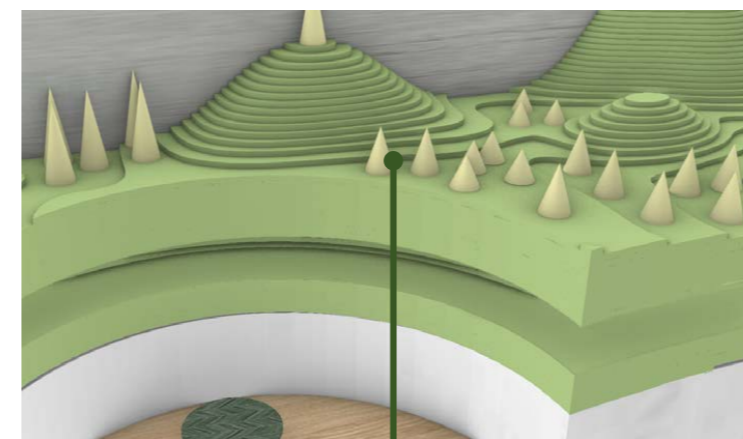


The shape of the brand logo has been extended for the product information plate.

▼ Ground floor "mountain" staircase



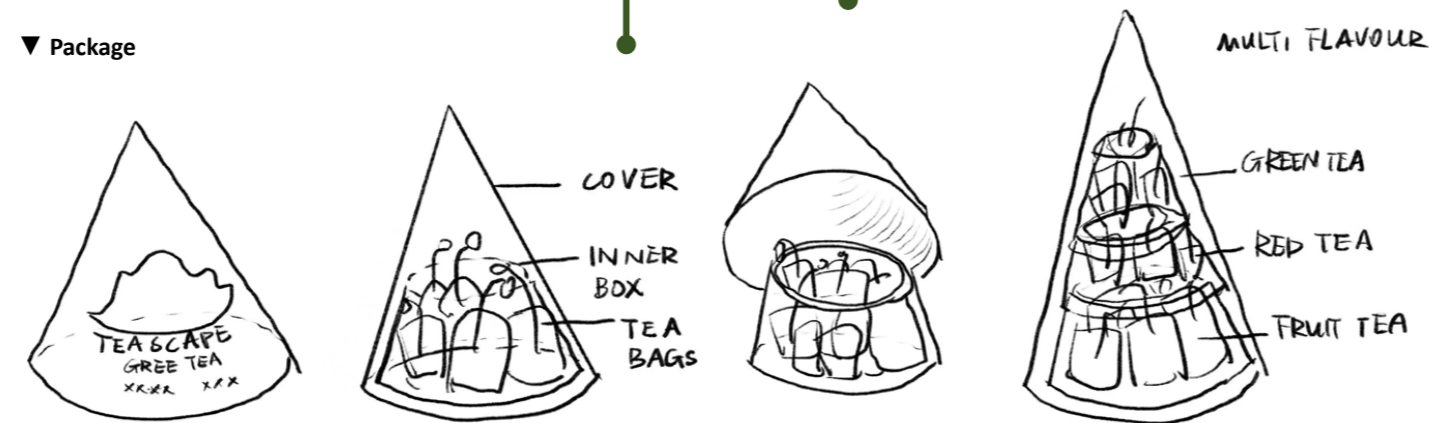
▼ First floor book shelf



The packaging takes the shape of a cone and complements the contoured bookshelves on the first floor, like a grove in the mountains.

The products are placed where people can reach them, what they cannot reach are empty boxes used as decoration.

▼ Package



The boxes are made from recycled paper pulp and customers can take the empty boxes and purchase tea bags to refill them. The box can be used as a storage box after use.



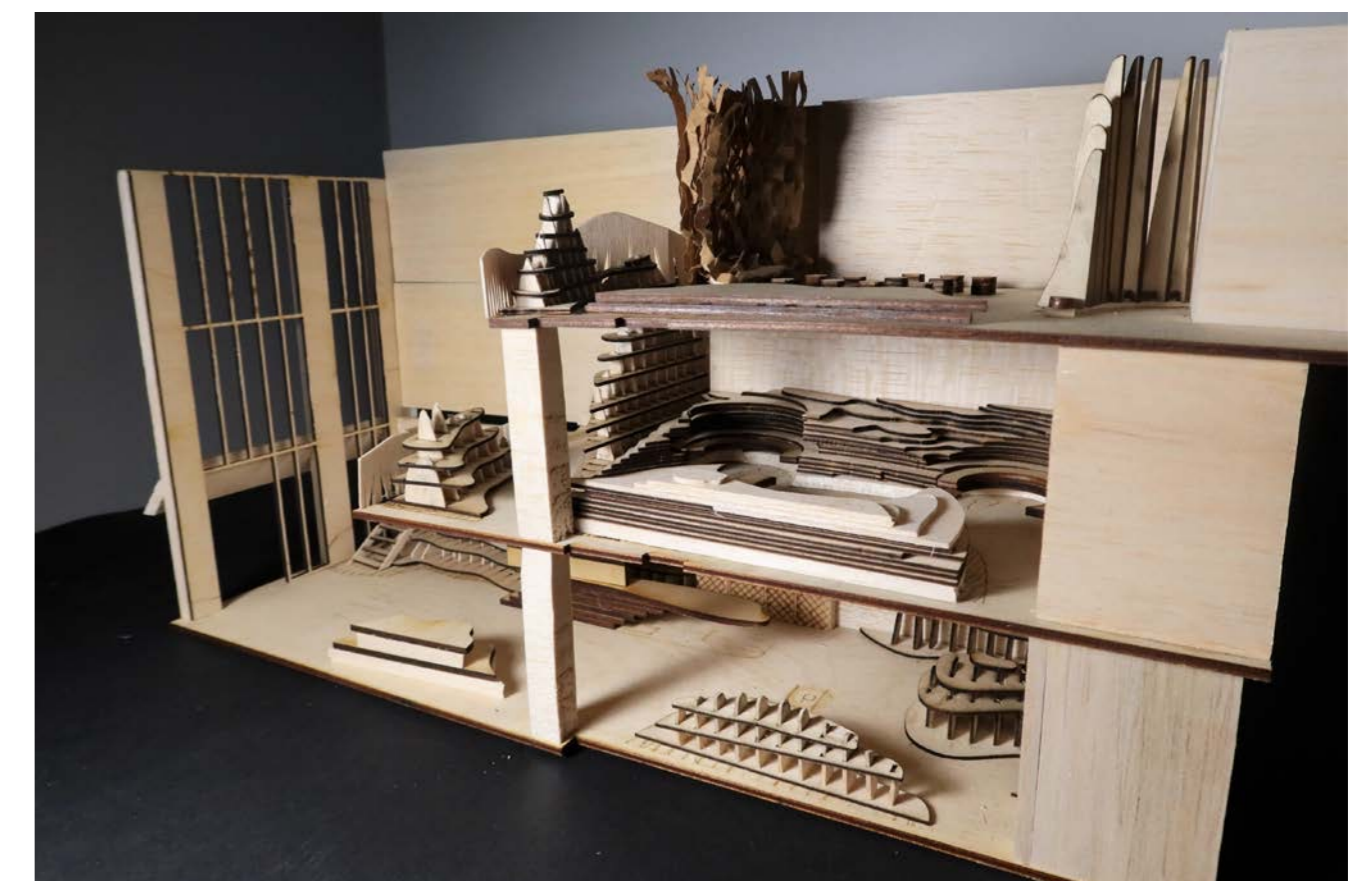
Image from Huaban

I wanted to use a transparent material like glass to show the colour of the tea. As I was gathering information, I thought I could make one with my hands. Resin is in some ways as transparent as glass, but the process of making it is not as complicated as glass.

Process

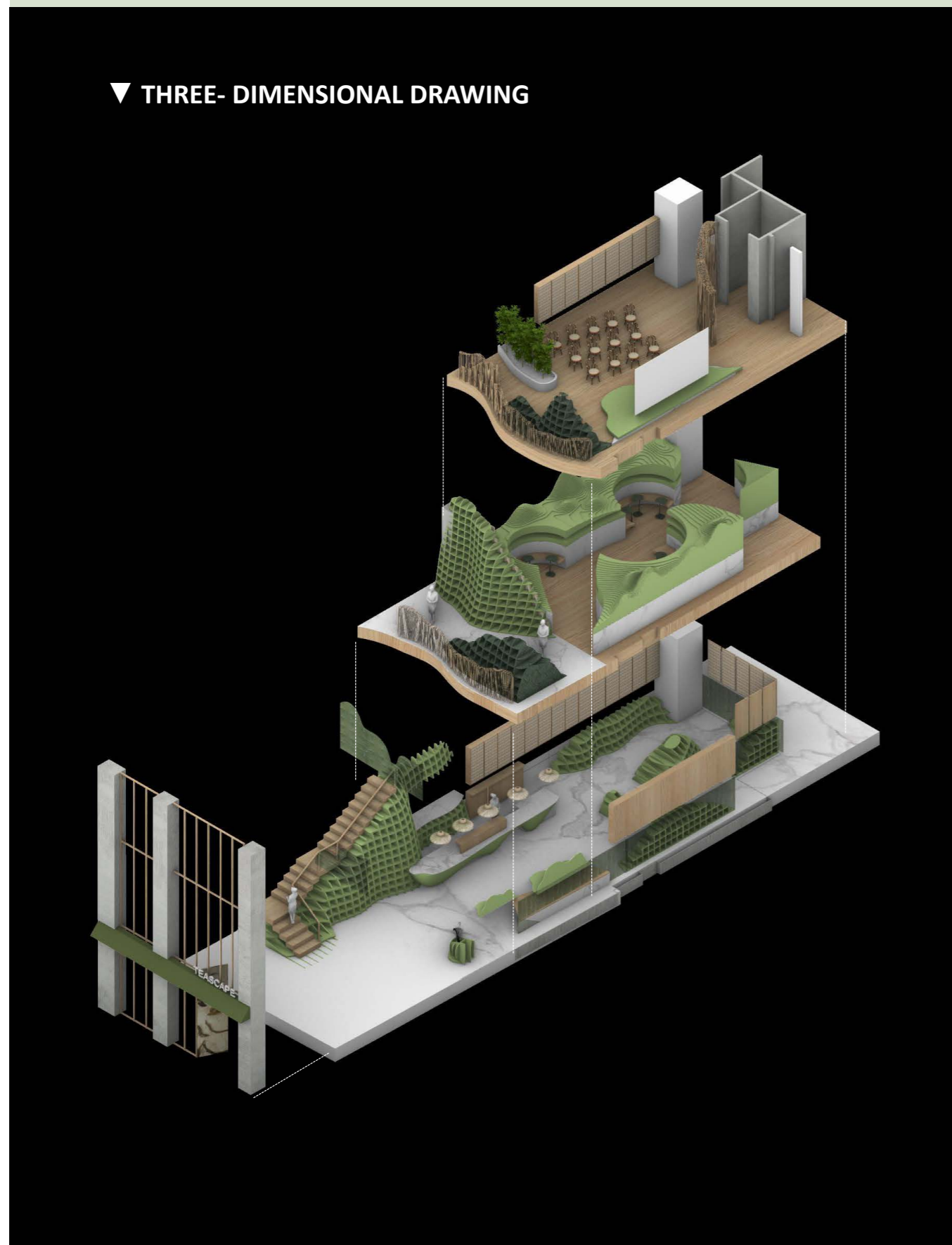
- I made the wooden mold first
- Then I made a film of transparent tape.
- I started to iron the tea leaves and then fused them with the resin.
- Waiting for the solidification
- Remove from the mold

I tried to make the desired material myself, and in order to make the tea blend well with the material, I chose epoxy resin as the raw material. Epoxy resin has the same light transmittance as glass, but at the same time it blends well with other materials. Due to the light transmission of resin, this material also shows its properties in the lights and I decided to use the innovative material in the lighting system.

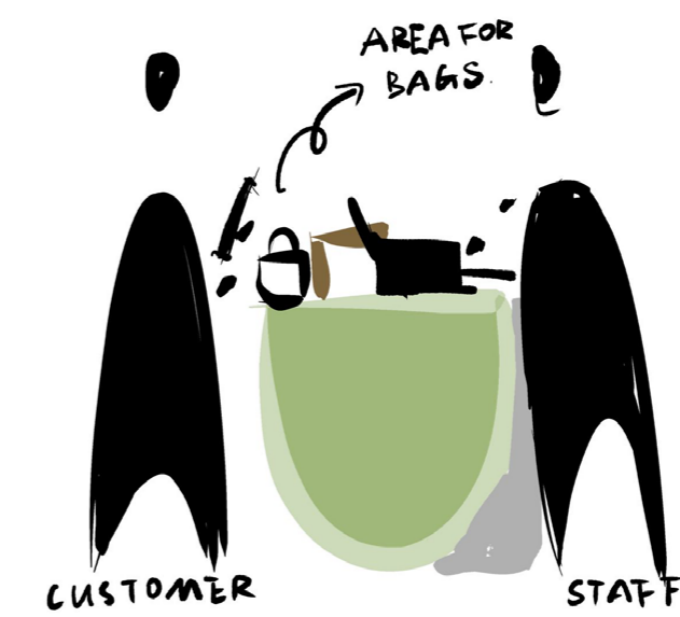
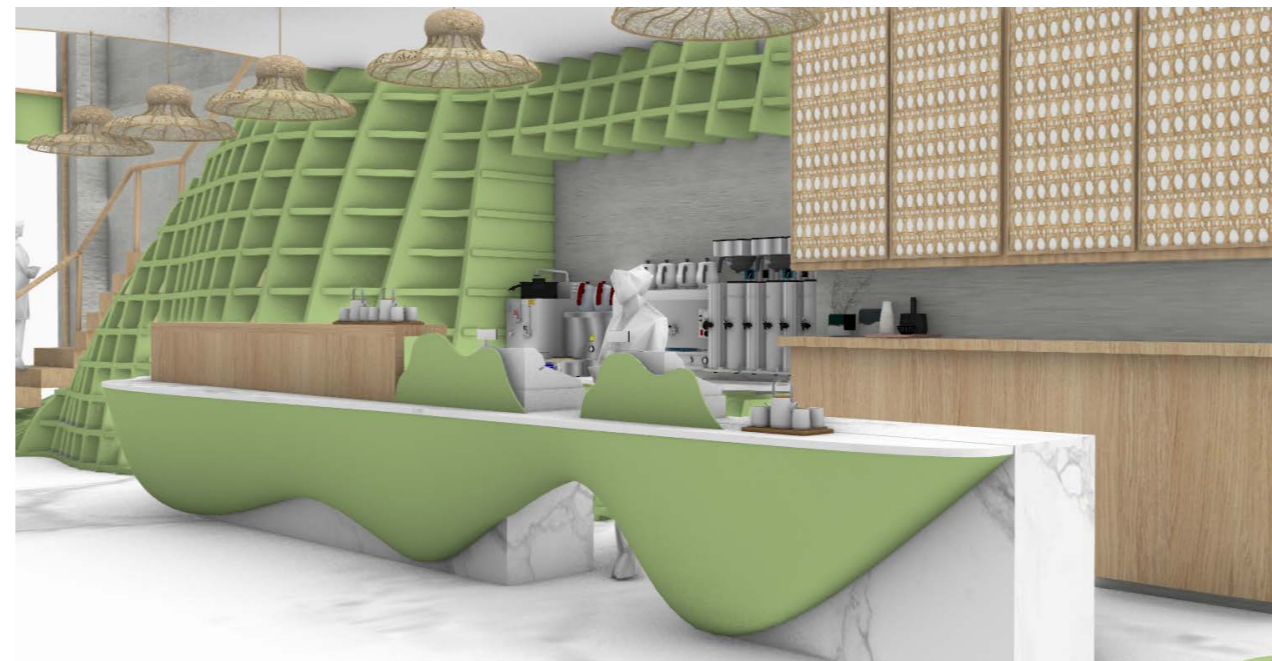


# Interior & Counter

▼ THREE- DIMENSIONAL DRAWING



## COUNTER



- The counter will have two heights for different people
- Short table tops on the customer-facing side for customers to pick up bags or put things in their hands temporarily
- There will be an arch-shaped opening at the cashier's side of the counter to accommodate people with disabilities.
- There will be illuminated light strips at the bottom of the counter.