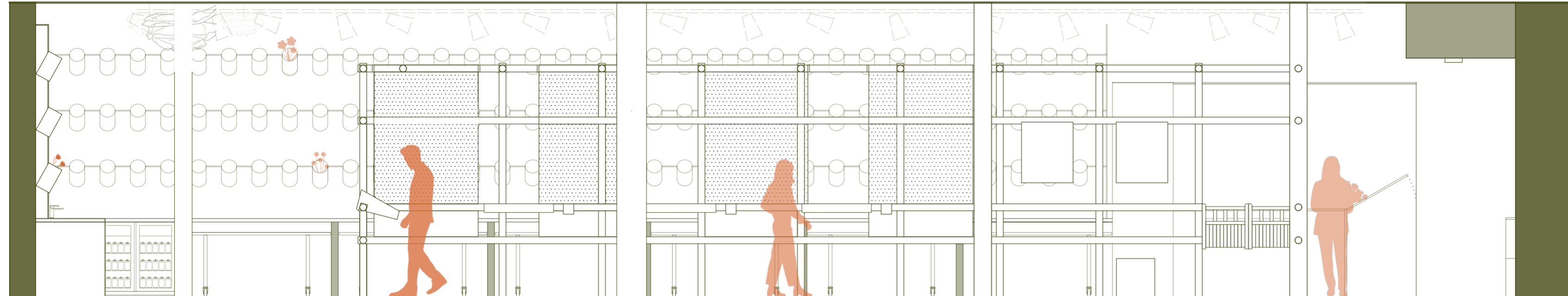


GROUNDED

Grounded explores how material choices can create meaningful and sustainable interior experiences. During the day, the space operates as a florist and educational hub, encouraging direct interaction with materials themselves and the community. In the evening, the space transforms into a workshop space, where visitors can learn about the circular brewing process and how spent hops can be used to create soil for growing flowers, while taking part in bouquet-making and natural flower-dyeing fabric activities. A reusable modular bamboo structure forms the core of the design concept, enabling easy assembly, disassembly, and future reuse while minimising environmental impact.

BREWDOG X BLOOM & WILD

DAYTIME SECTION



BRIEF:

The project involved designing a temporary retail pop-up that gives an existing brand (Brewdog) a new direction. The design needed to be unique, sustainable, and centred around circular design and reuse of materials. The proposal could also explore collaborations with other brands.

Hyper-local sourcing materials was recommended to engage the community while reducing the impact that long transport can have on the environmental. As the space would only be operating for three months, fixtures and materials needed to be easy to install, remove, and repurpose.

COLLABORATION WITH BLOOM & WILD:

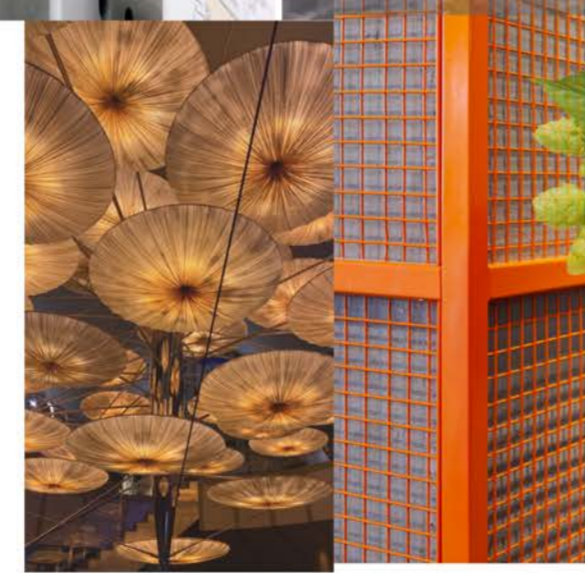
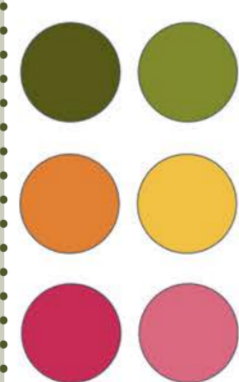
Bloom & Wild would provide the flowers and valuable information about sustainability through responsible sourcing, waste reduction, and environmentally conscious practices. Bloom & Wild support the Grounded concept by creating calming environments that encourage well-being and meaningful connections, while helping to bring the community together through interaction, education, and workshops.

FUTURE MATERIALS BANK:

The Future Materials Bank was used throughout the design process to help me research innovative and sustainable materials that supported the circular design values of Grounded. It provided information on material properties, impact on the environment, the manufacturing process, all while taking into consideration the disposal of the material. Whether it is biodegradable or the potential for it to be reused for another project or turned into another material.



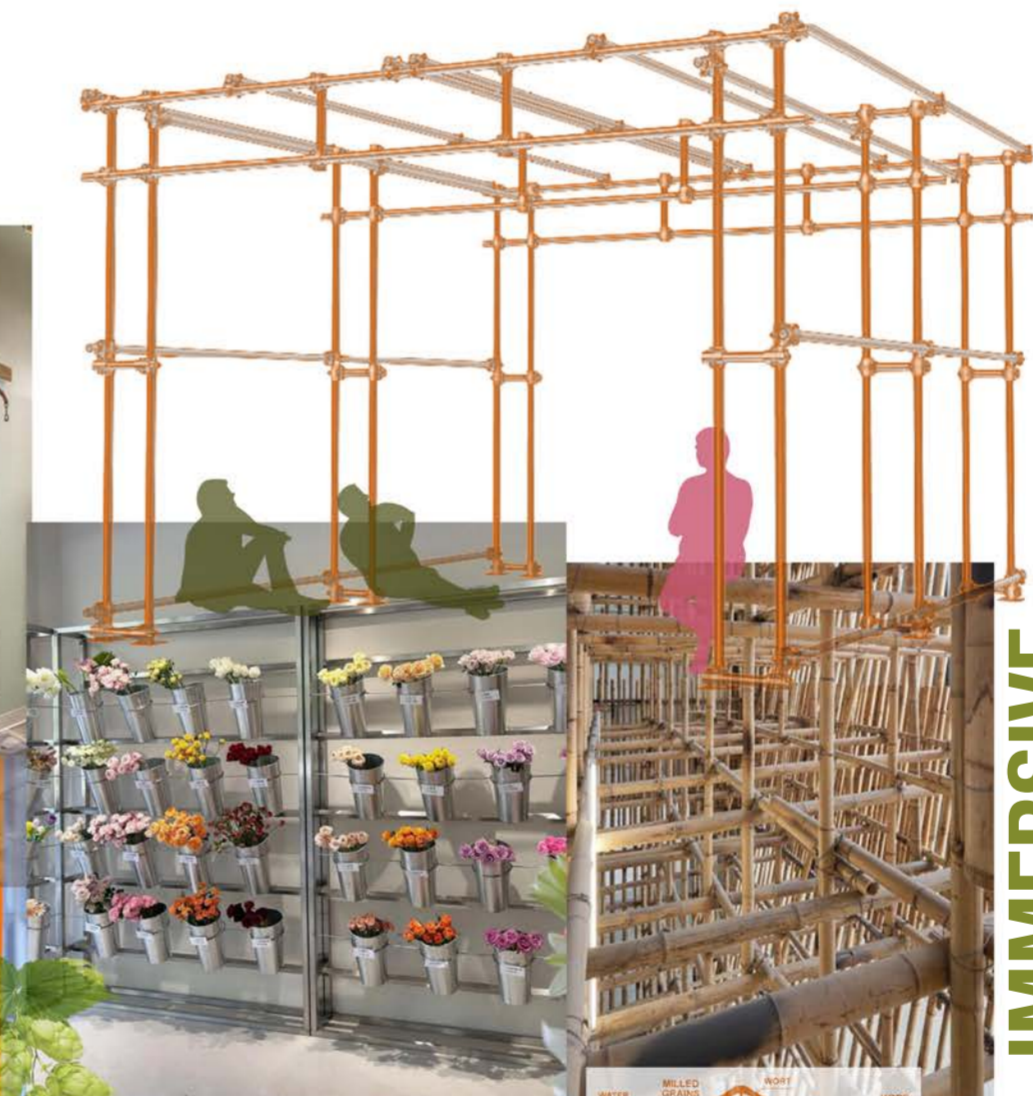
Specific research into materials such as castor oil resin and paper pulp made me think about the potential for renewable, biodegradable, and waste-based alternatives. These findings informed decisions around construction, future reuse, and user experiences. All materials within Grounded were carefully selected to ensure their environmental impact, tactile qualities, and suitability for a temporary pop-up environment were fully considered.



BLOOM & WILD

IMPORTANCE OF DETAILS:

Careful consideration of details in Grounded helped to create a cohesive, functional, and sustainable design. Material joints, user interactions, lighting, and colour consistency enhance the overall experience while improving durability, supporting future reuse, and reinforcing the design concept throughout the space.



IMMERSIVE



LOCAL PRECEDENT IMAGES:



<https://theindustry.beauty/everything-you-need-to-know-about-benefits-grocery-themed-pop-up-at-selfridges/>



<https://www.theindustry.fashion/coachtopia-is-coming-to-manchester/>



<https://www.dezeen.com/2021/04/12/see-through-morag-myerscough-bamboo-pavilion/>

ABOUT BREWDOG:

BrewDog is a Scottish craft beer company founded in 2007, known for its rebellious and youthful attitude, innovative brewing process, and strong community focus. The brand has grown from an independent to international business with industries such as bars, breweries, hotels ect. They take sustainability very seriously, with commitments to carbon reduction, circular waste systems, recyclable packaging, and the target of achieving Net Zero operation by 2050. In 2024, they achieved a positive planet GOLD certification for emission work.

WGSN PERSONA:

The Conventionalists are a cross-generational audience who prioritise balance, well-being, and real-world connections over a fast-paced, digital lifestyle. They value simpler, slower, and more fulfilling lifestyles, with sustainability, comfort, and community at the core. They are attracted to authentic, in-person experiences and enjoy brands that encourage social connection, stability, and environmental responsibility.

GLOBAL PRECEDENT IMAGES:



<https://www.designboom.com/design/centre-pompidou-pink-interactive-fun-palace-pop-up-paris-grand-palais-ossidiana-06-06-2025/>



<https://www.studiobutch.com/work-collection/azul-popup-concept>



<https://www.supermachinestudio.com/apsupermarket>



MODEL MAKING WORKSHOP:

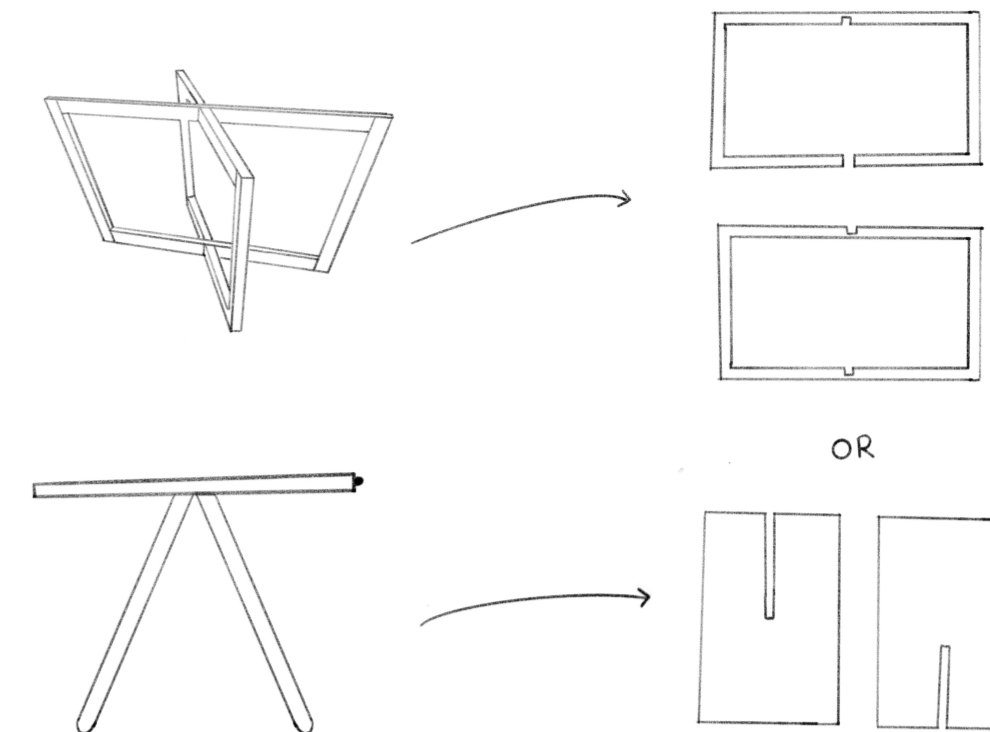
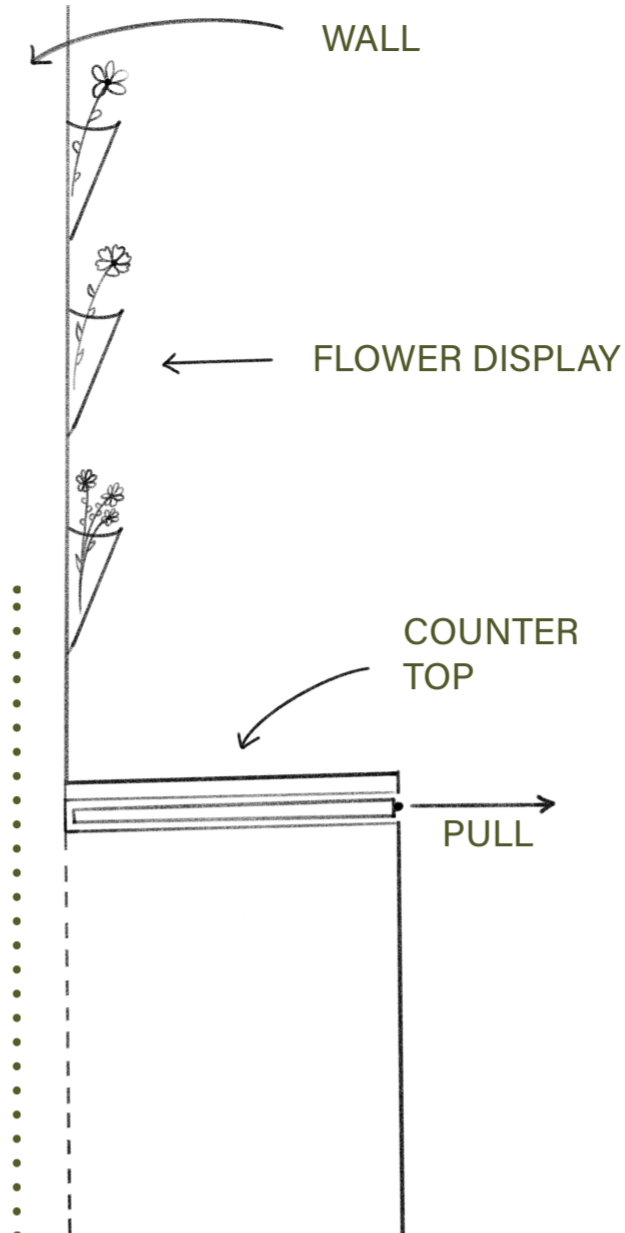
Before



During



After



WHAT MAKES A POP UP SUSTAINABLE:

1. Circular economy
2. Reduced resource consumption
3. Transport and logistics

Grounded reduces resource consumption through a multi-functional design that operates as a florist during the day and a workshop space in the evening. Hyper-local sourcing minimises transport emissions, while the modular bamboo structure allows for easy assembly, disassembly, and future reuse. By re-purposing spent hops into soil for growing flowers, the project embraces circular economy values and demonstrates how waste can become a valuable resource. These strategies work together to minimise environmental impact while educating visitors on the benefits of sustainable and circular design.

KEY PRIMARY & SECONDARY RESEARCH:



60%
People find having flowers calming



50%
Of males have never bought flowers for themselves



50%
Of males have not been bought flowers in the last 4 weeks



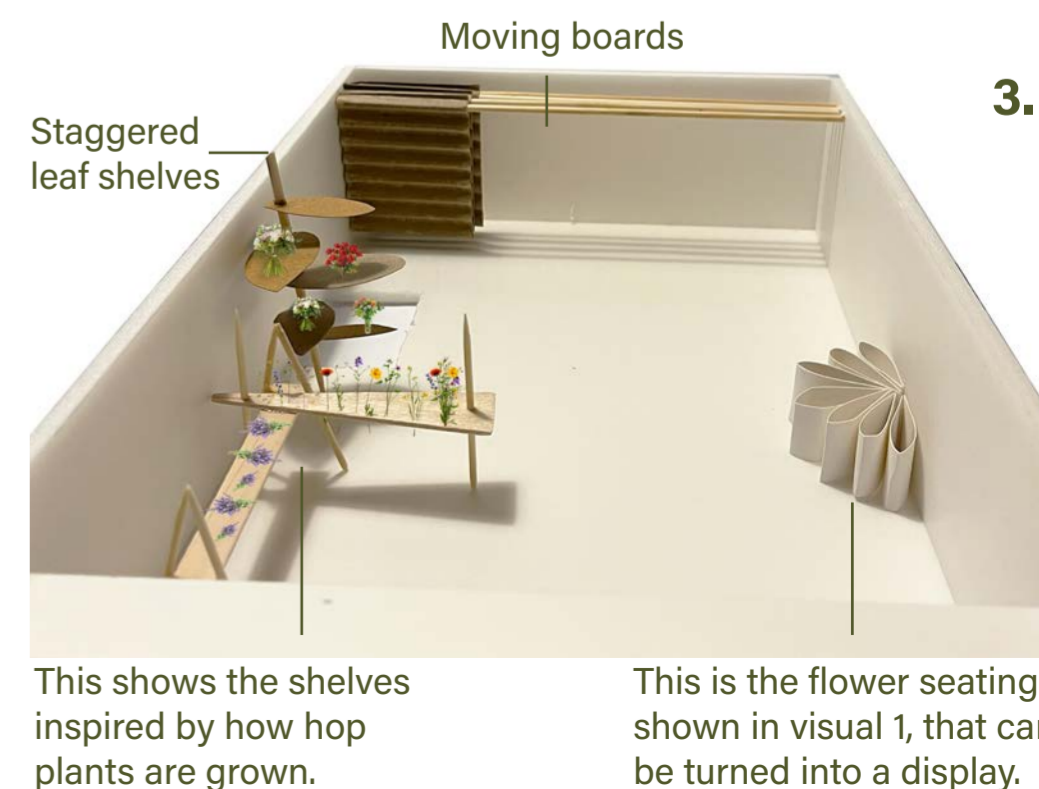
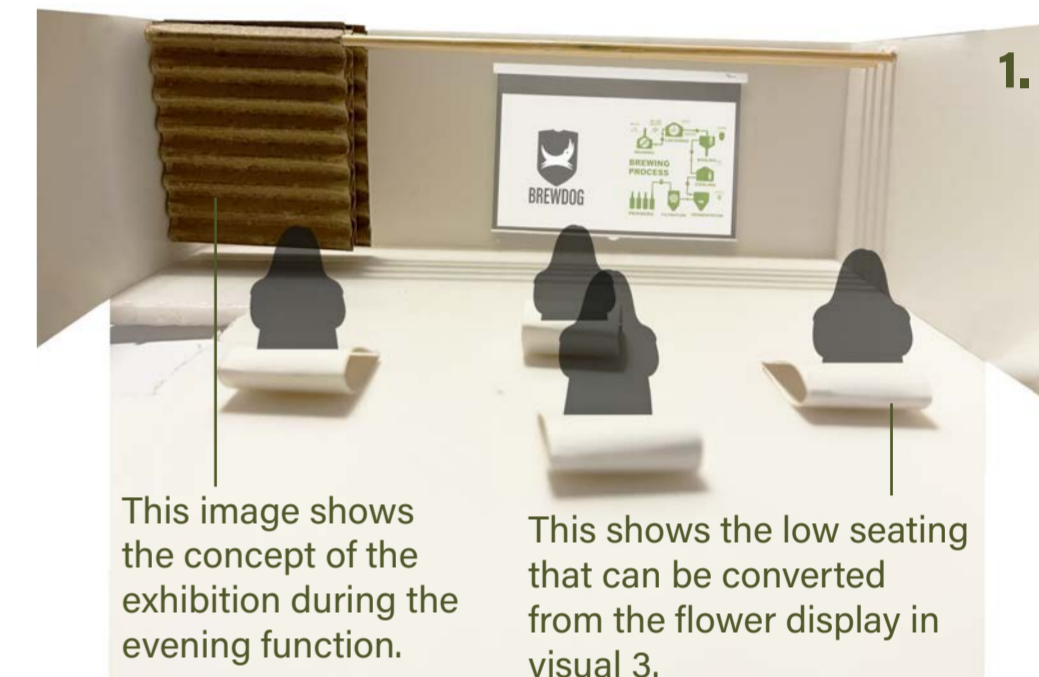
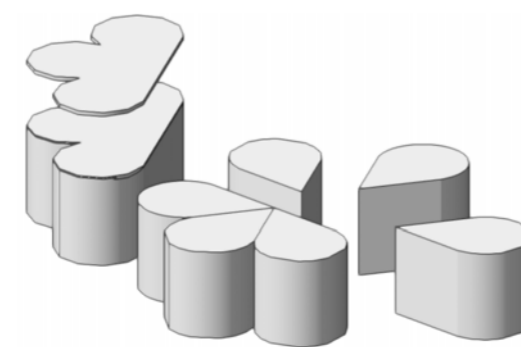
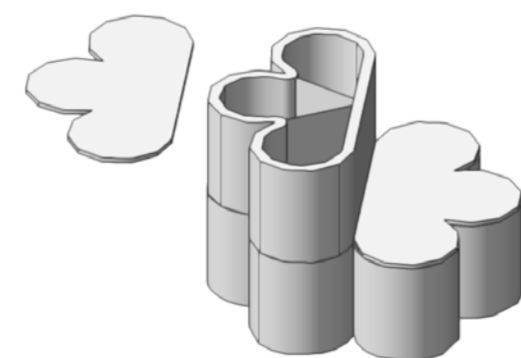
33%
People buy flowers seasonally



Manchester is the most flower obsessed city in the UK



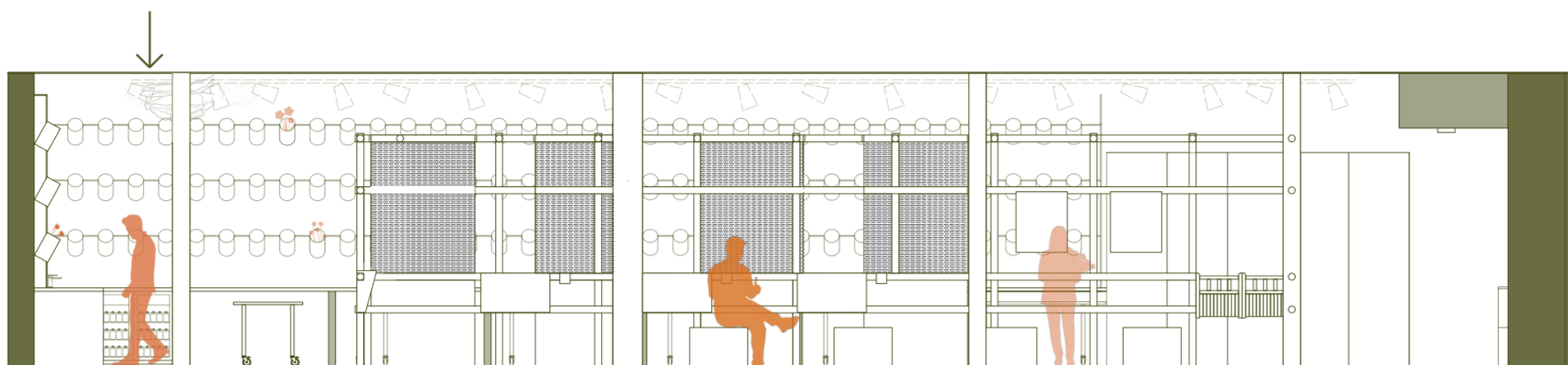
85%
Of spent hops become waste, 15% are used in the brewing process



FLOWER DYEING TRAIL 1 METHOD:

1. Wash the fabric of choice in warm water and a bit of soap.
2. Weigh out the damp fabric.
3. Work out 10% of the fabric weight to find how much alum that will be needed.
4. Weigh out the alum needed.
5. Dissolve the alum powder in hot water.
6. In a pan, add the material and dissolved alum. Fill the pan with more water to cover all of the material.
7. On low heat (making sure not to boil), leave the material to marinate for an hour.
8. Then rinse the material to remove any residue.
9. Cut and lay the flowers on top of the material.
10. Optional- lay a piece of baking paper on top of the flowers.
11. Roll the material into a thin cylinder shape.
12. Wrap the material in string to ensure the material holds its shape.
13. Steam for 15 minutes.
14. Allow to cool.
15. Unwrap to reveal the dyed material.

CEILING PRECEDENTS:



EVENING SECTION

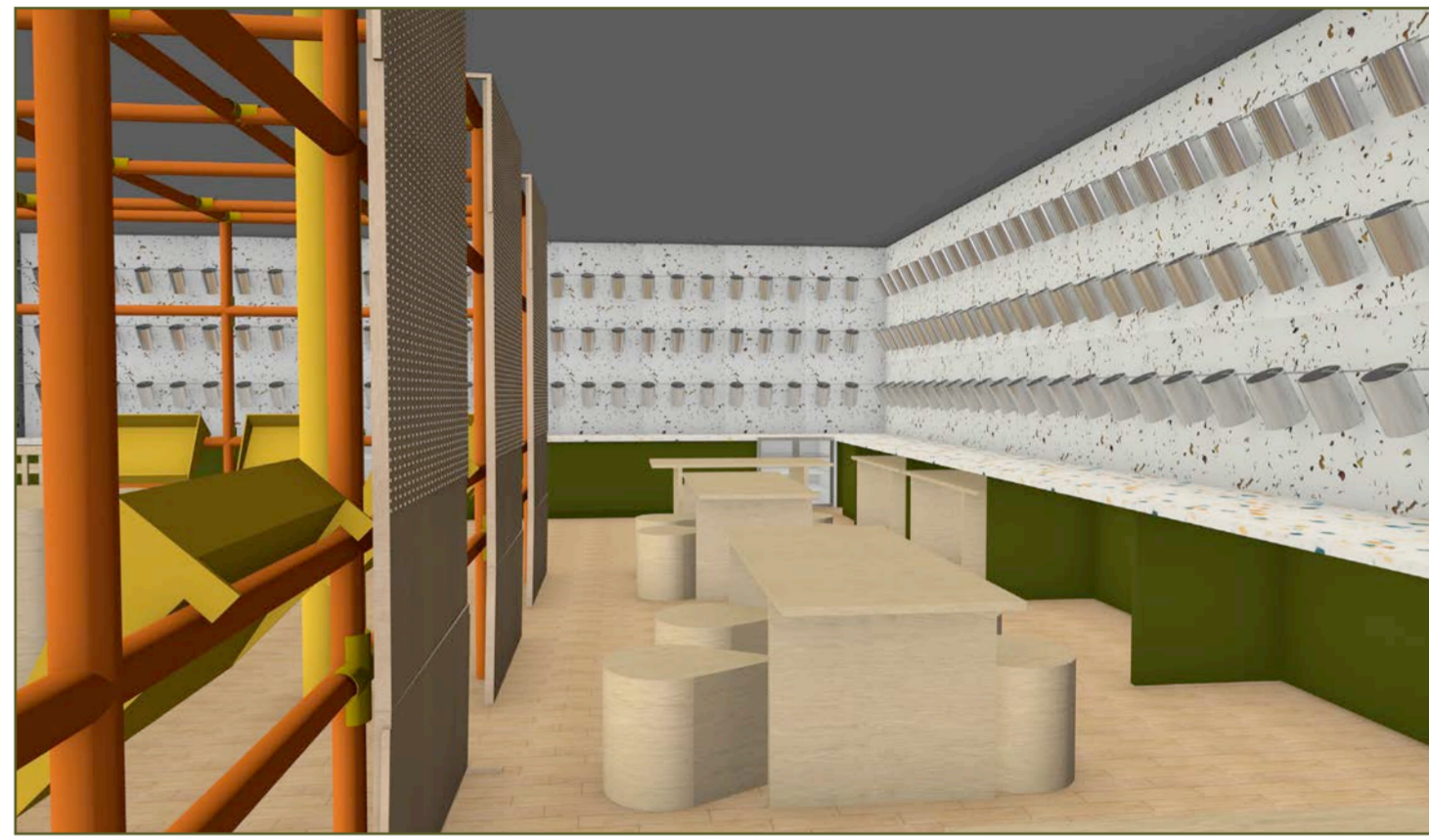
MAQUETTES:



FLOWER DYEING TRAIL 2 METHOD:

1. Wash and weigh the material.
2. Weigh the Alum (10% of the material weight).
3. Dissolve the Alum powder in hot water.
4. Add the Alum into a pot with the material and leave on a low heat for an hour, then rinse.
5. Boil water in a pot and add the flowers for 30 minutes.
6. Separate the flowers from the dyed water using a sieve.
7. In a new pot add the separated dyed water and fabric, simmer for another 40 minutes.
8. Drain the fabric and leave to dry.

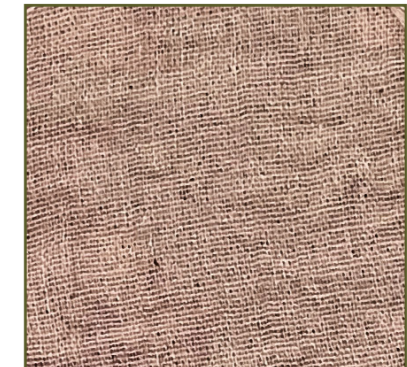
WASTE MATERIALITY- FLOWER DYEING FABRIC PROCESS:



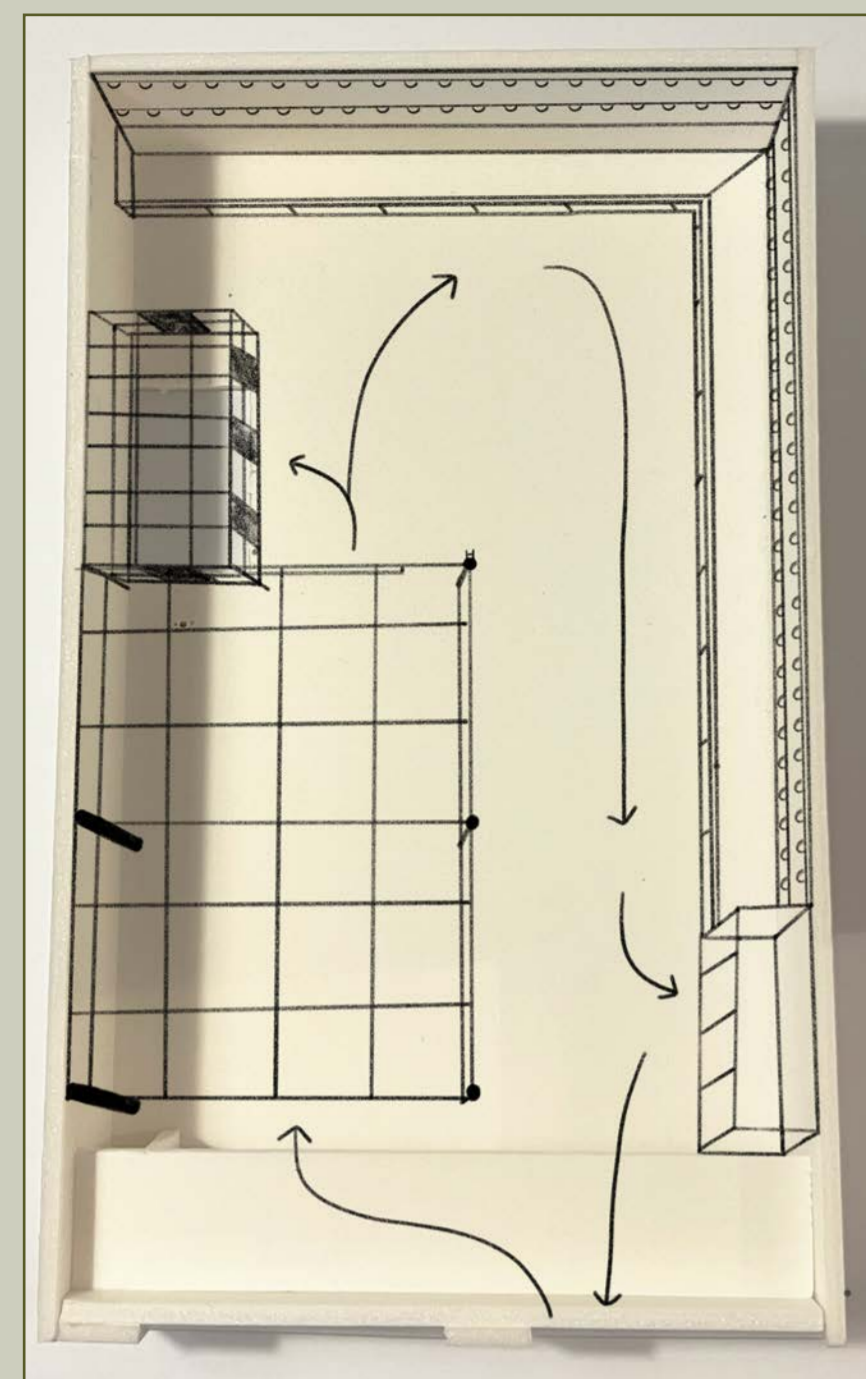
FLOWER DYEING FABRIC TRAIL 1 RESULTS:



FLOWER DYEING FABRIC TRAIL 2 RESULTS:



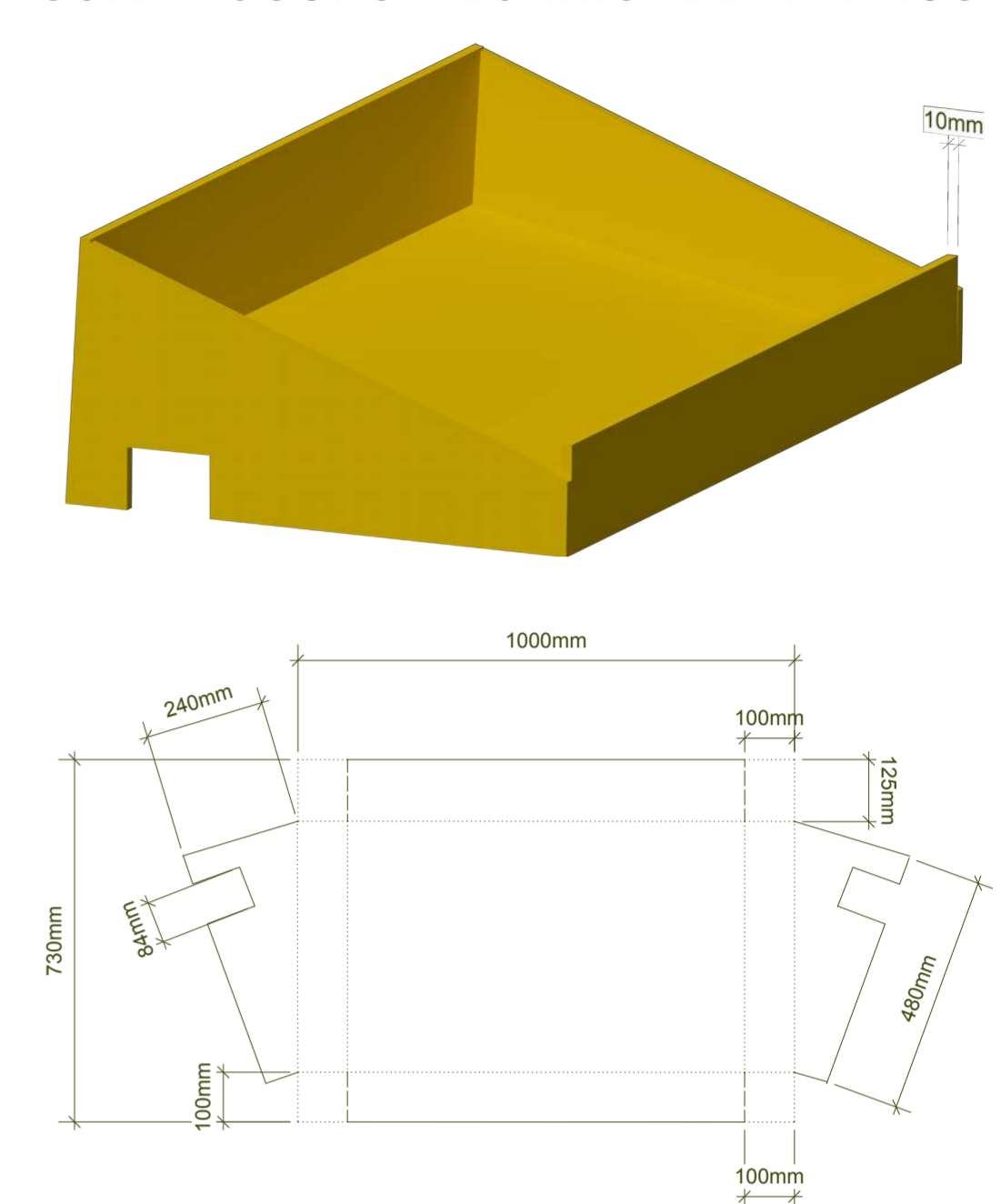
SKETCHES:



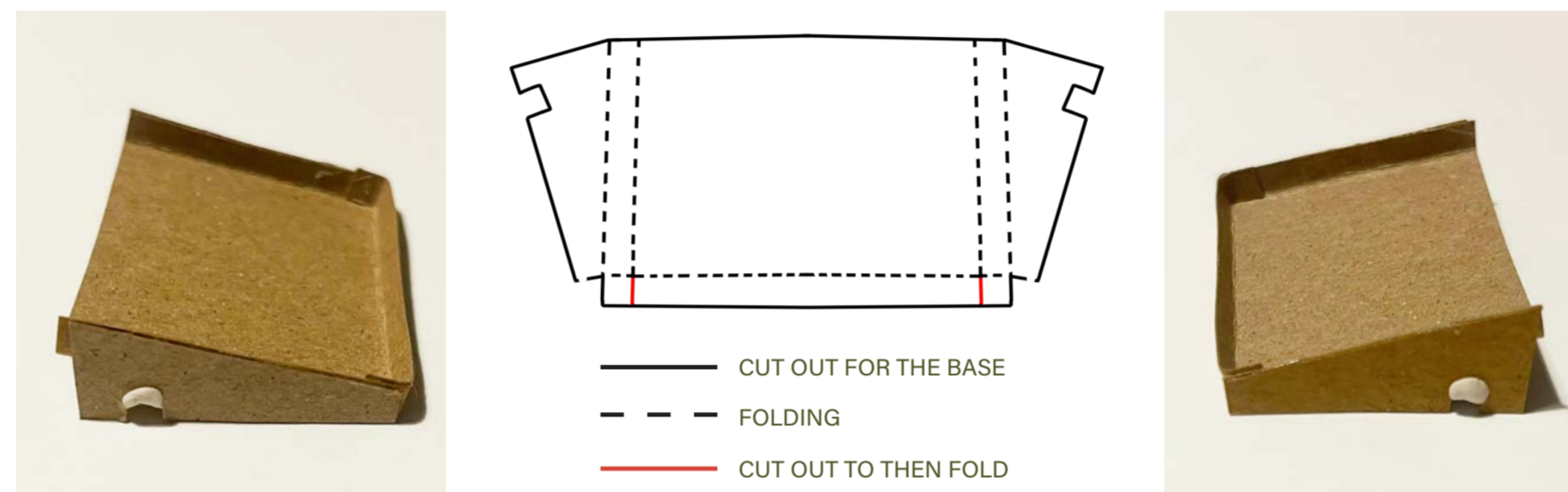
SOIL TROUGHS- FIRST ATTEMPT:



SOIL TROUGHS- TECHNICAL DRAWINGS:

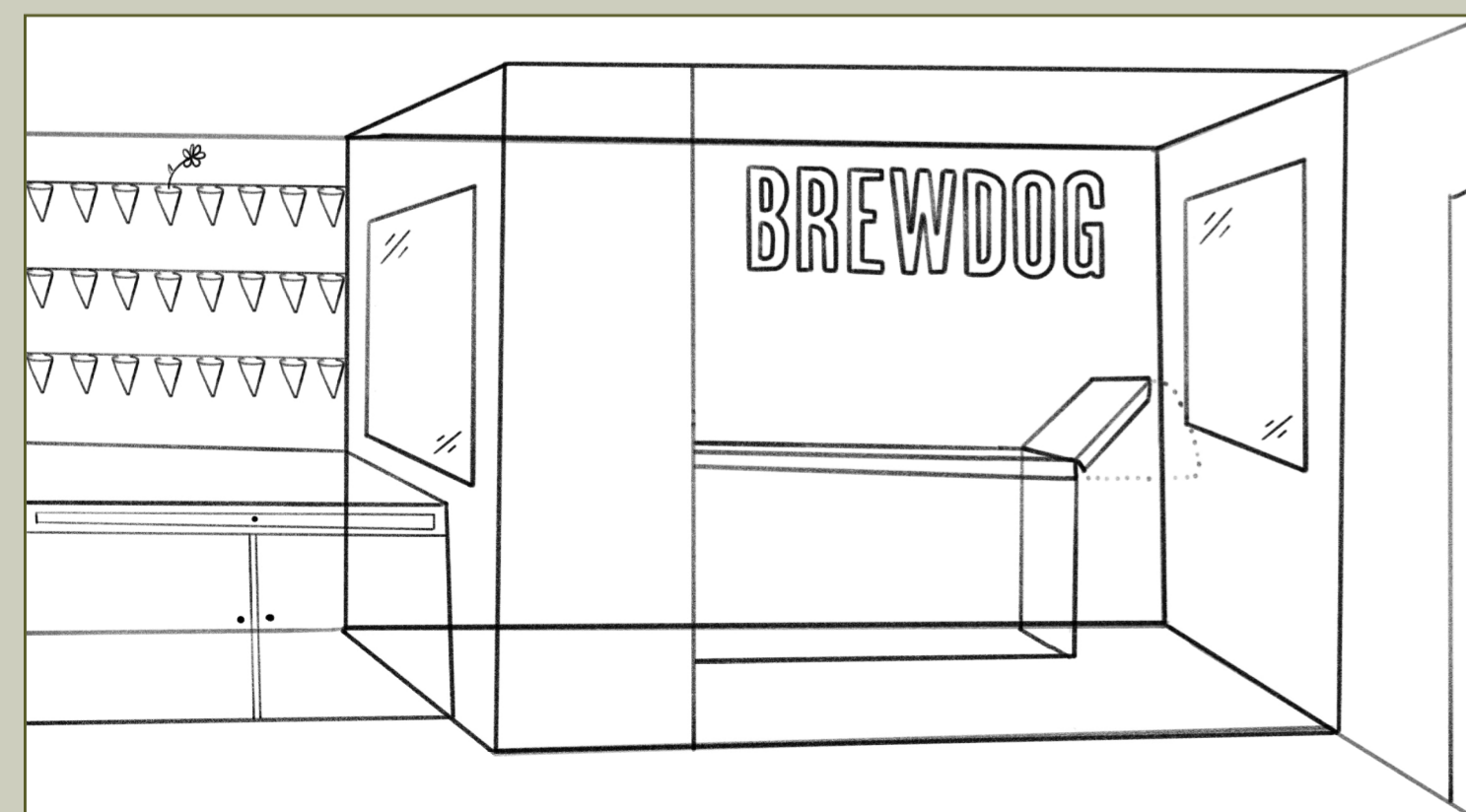
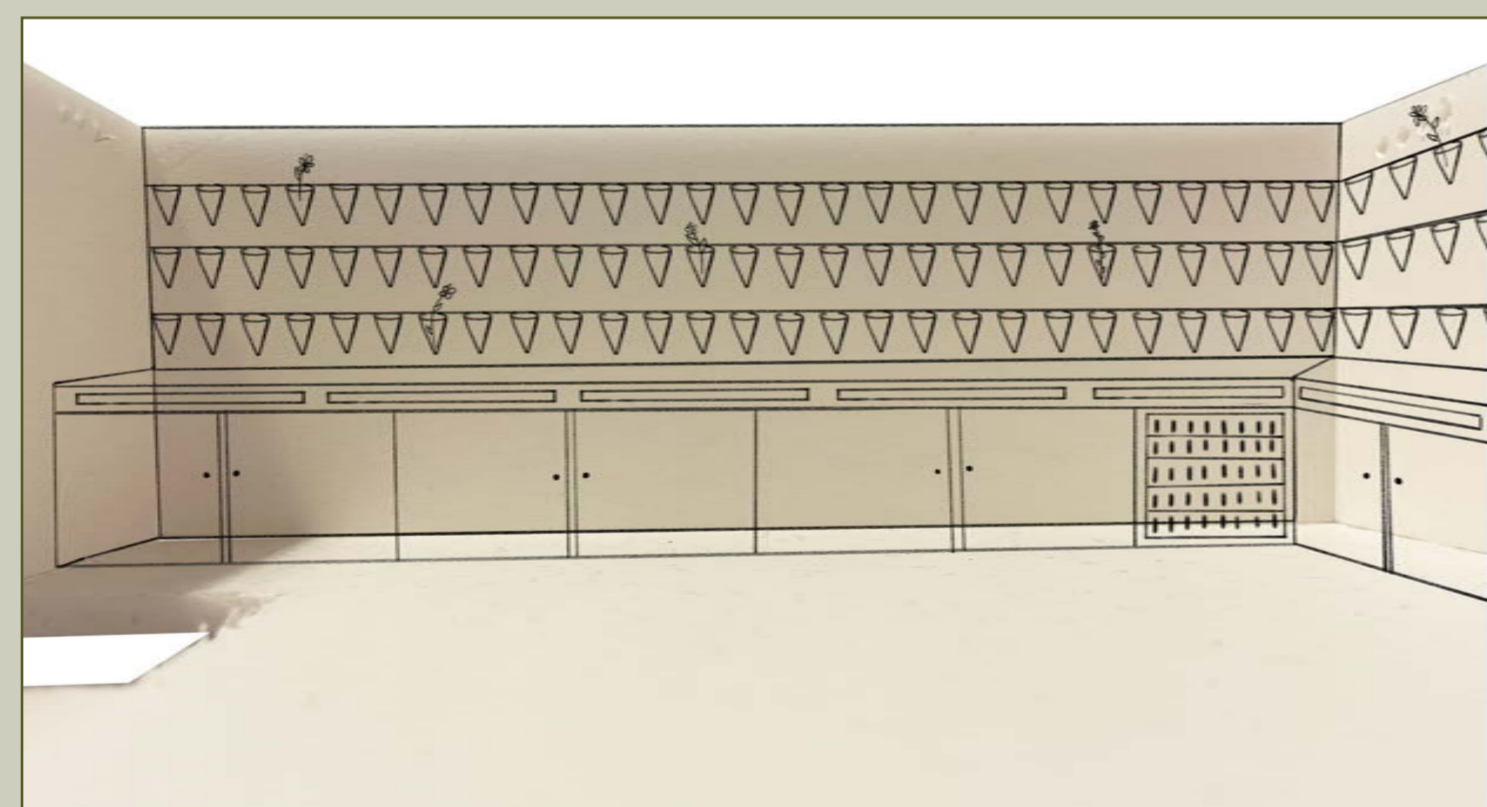
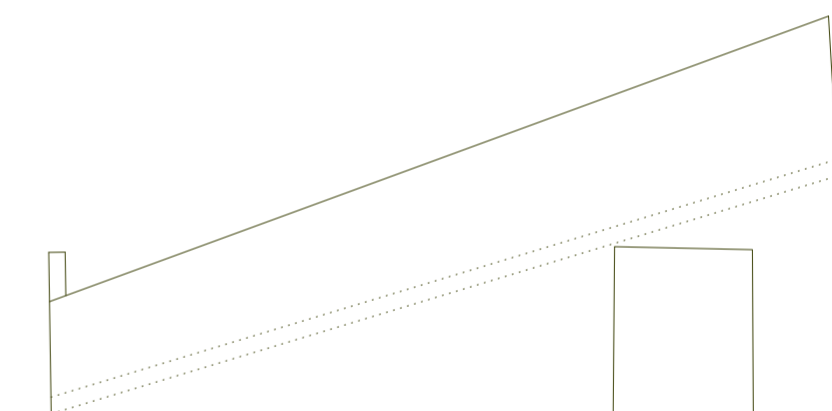


SOIL TROUGHS- SECOND ATTEMPT:

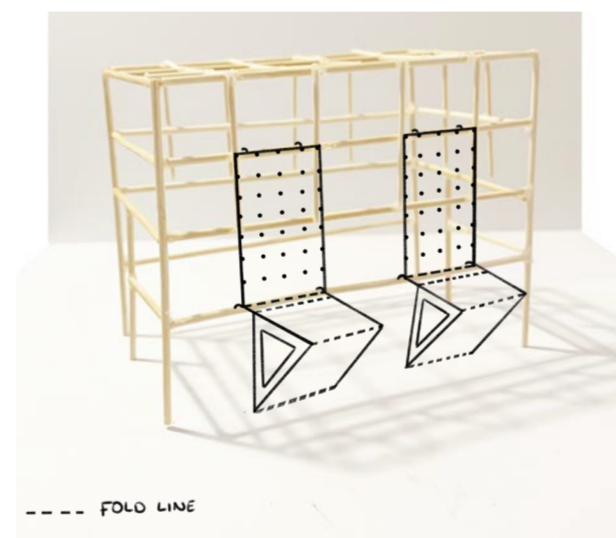


MATERIALS, PROCESS & INSPIRATION:

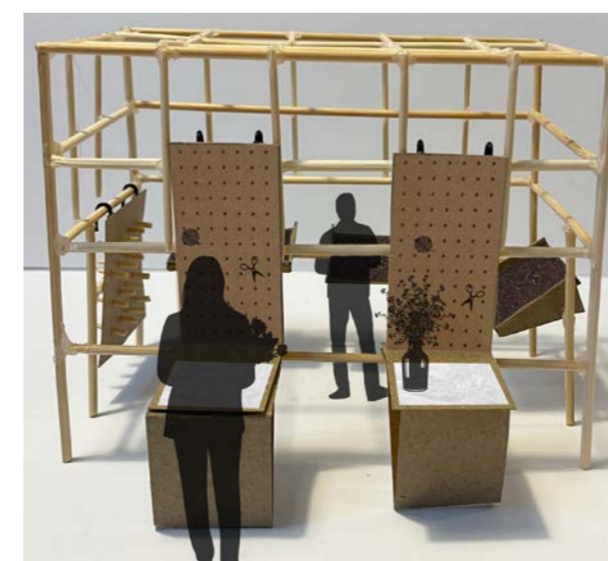
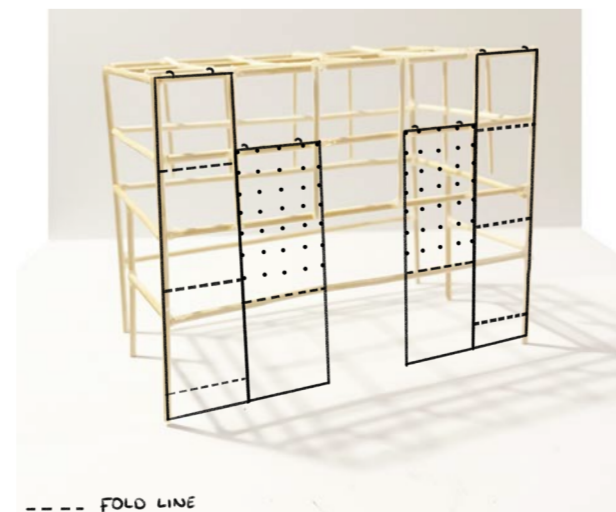
- Powder-coated steel- due to its low environmental impact, VOC-free application, no halogens or heavy metals, and being highly durability.
1. Sheet cutting- Laser cutting
 2. Bending- A press brake bends the metal
 3. Surface finishing- Powder coating by spraying powder + baking it in an oven to cure.



DAYTIME:

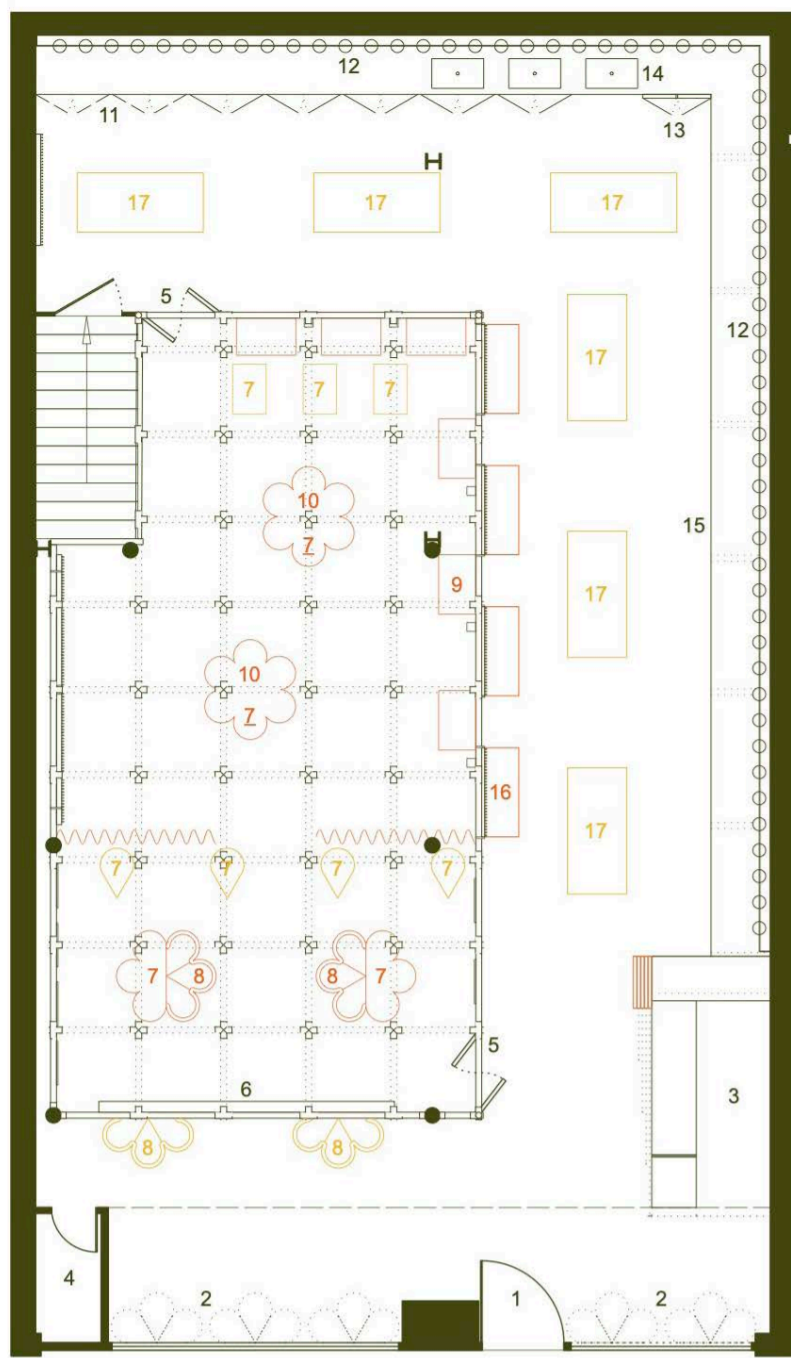


EVENING:



Who influenced my design:

- Studio Ossidiana
- Morris & Company Architects
- Nicholas Niemen
- The Cineroleum
- The Power Station Configurator



Key:

1. Main entrance / exit
2. Window displays
3. Collection Counter Open during the day and closed in the evening
4. Utilities cupboard
5. Entrance/ exit of the conversation pit
6. Presentation screen
7. Seating Z Seating is below display
8. Interactive bins
9. Soil troughs, folded down in the evening
10. Brewdog displays, moved in the evening
11. Storage cupboards
12. Flower stalls
13. Fridge
14. Sinks
15. Workshop table storage
16. Wrapping Station, folded down in the evening
17. Workshop tables out for the evening

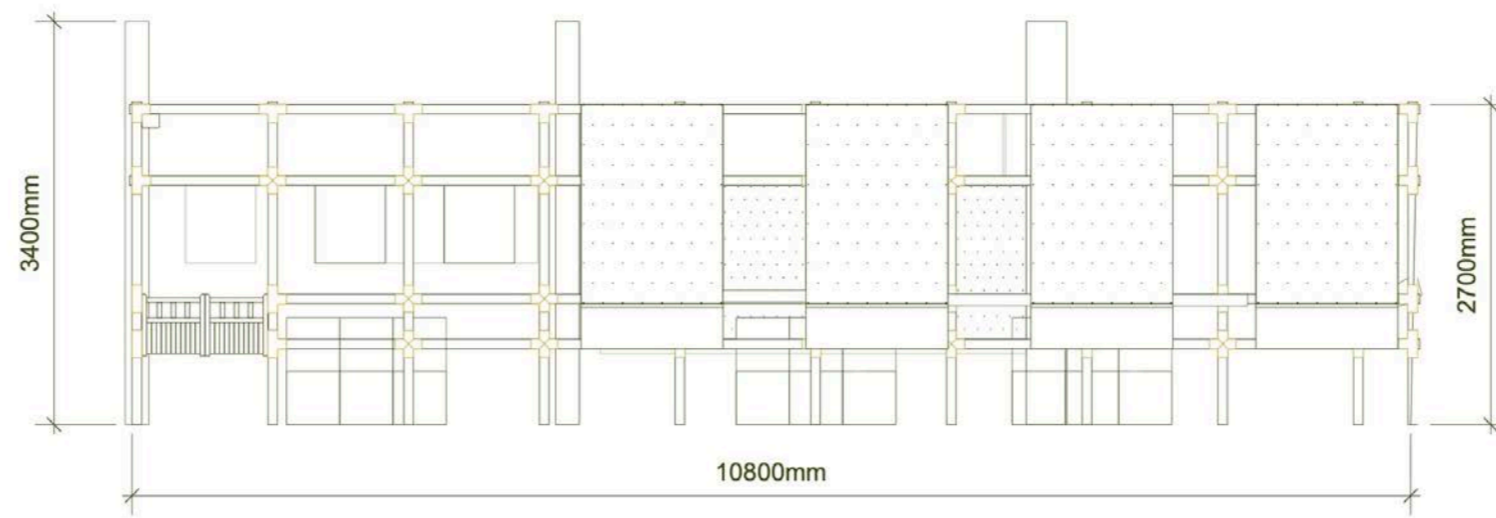
Green= stays the same during the day and evening
 Orange= stays during the day, moves in the evening
 Yellow= where the objects moved, are in the evening

Project Title:
 Grounded

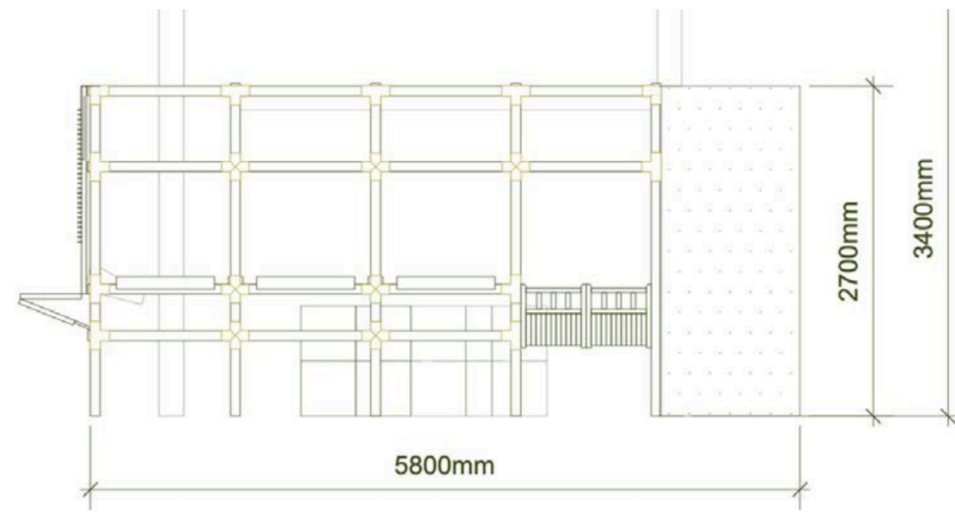
Location:
 59-61 Oldham St, Manchester M1 1JR

Drawing Title:
 Proposed Floor Plan

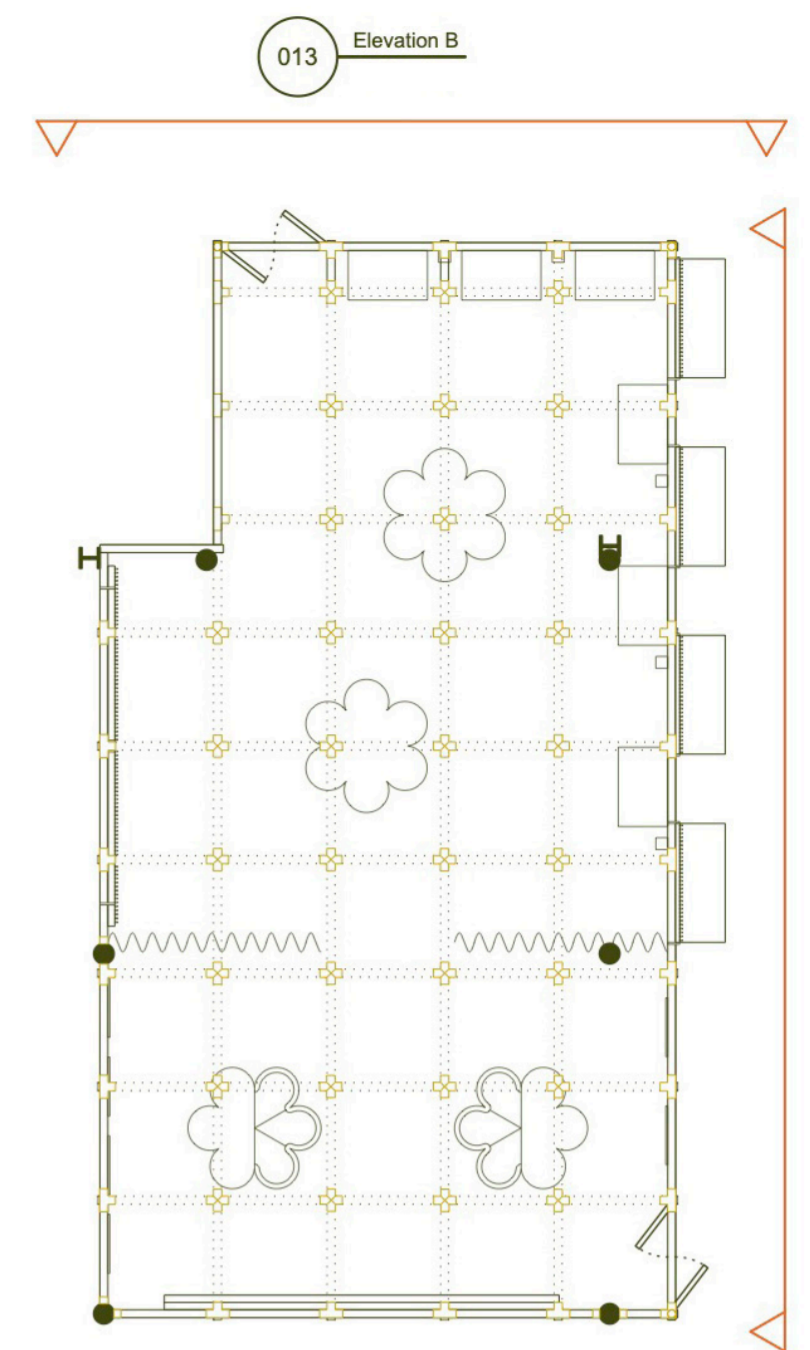
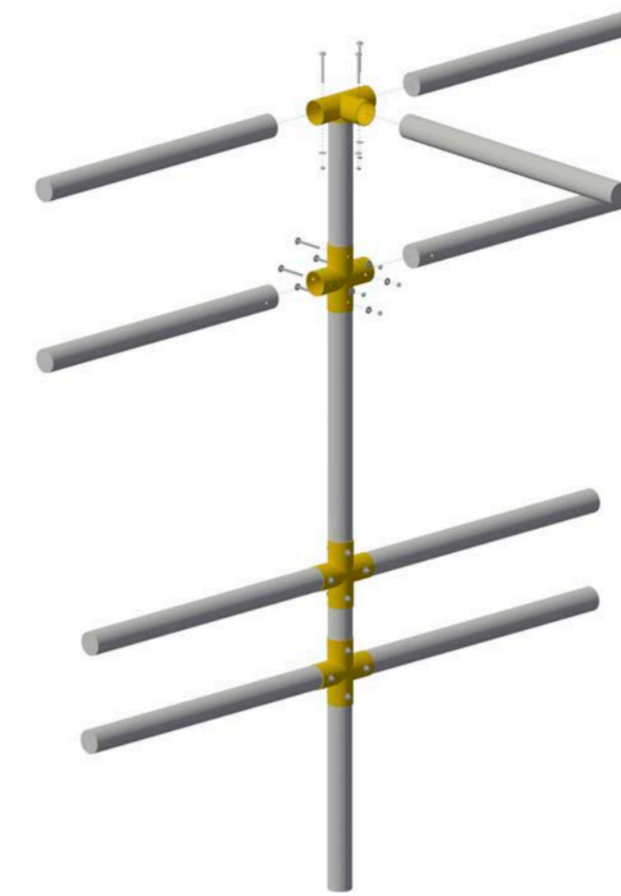
1:100@A3



012 Elevation A



013 Elevation B



011 Key Component Plan

Muslin
 Highly durable| lets light through| dyeable

Real dried flower pressed wall paper
 Unique| tactile|

Kiwi Jazz R237A
 Valspar Trade Exterior Direct to wood and metal
 Low volatile organic compound levels | Durable| water-based| 10 year weather protection

0.7mm Galvanised Corrugated Sheet
 Durable| lightweight| corrosion and weather resistant

Ponza 7074.01 - 7074.33
 Washable at 60+ degrees| IMO certified| Acoustic (alpha w > 0.50 Oeko-Tex

4m Natural Bamboo Pole 70/80mm Diameter, Round Pole
 Durable| sustainable| fast assembly and dismantling

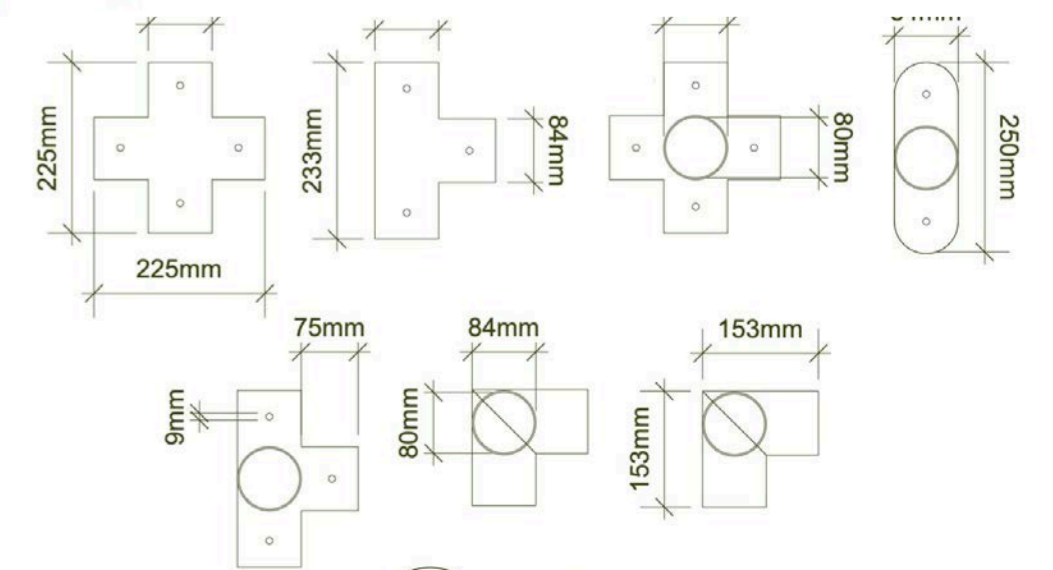
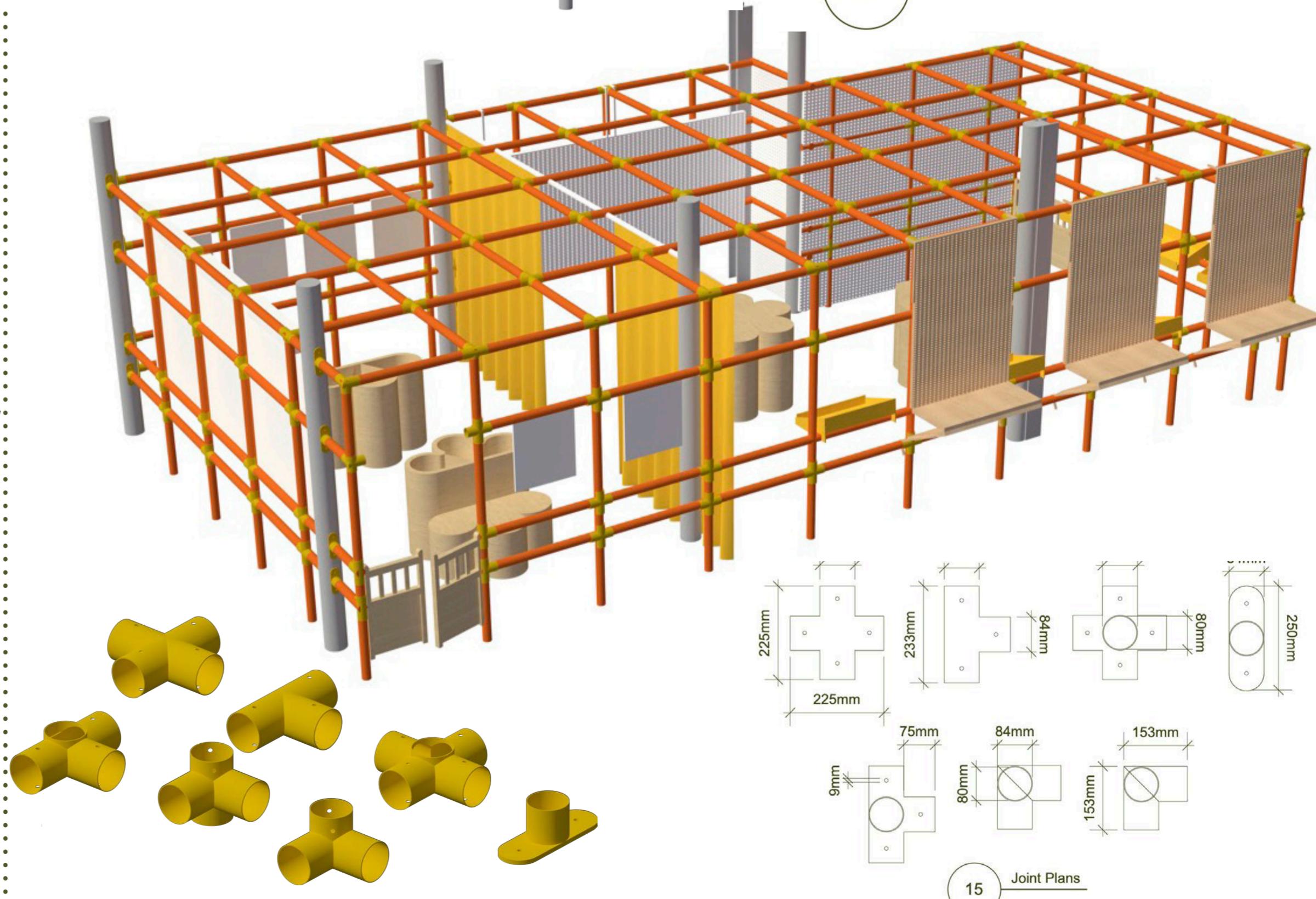
Bonfire Glow R237A
 Valspar Exterior Wood & Metal paint
 Low volatile organic compound levels | Durable| water-based| 10 year weather protection

Hempiness Organic Hemp Webbing 1/2 Inch/1.25cm
 Durable| hypoallergenic, antimicrobial| 100% biodegradable

Clear Coated Birch Plywood BB- Grade
 UV coating| moisture protection| durable| high stain resistant

Durat Palace Collection P007 Martini
 30% recycled plastic| Durable + robust| low VOC

Pinkberry Passion X30R65E
 Valspar Wood paint
 Low volatile organic compound levels | Durable| water-based| 10 year weather protection



15 Joint Plans