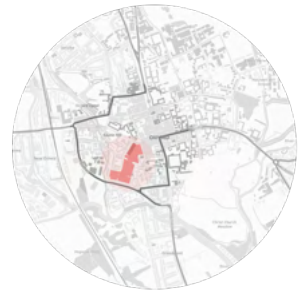


WESTGEN XCHANGE



Social Street Food | Westgate | Queen

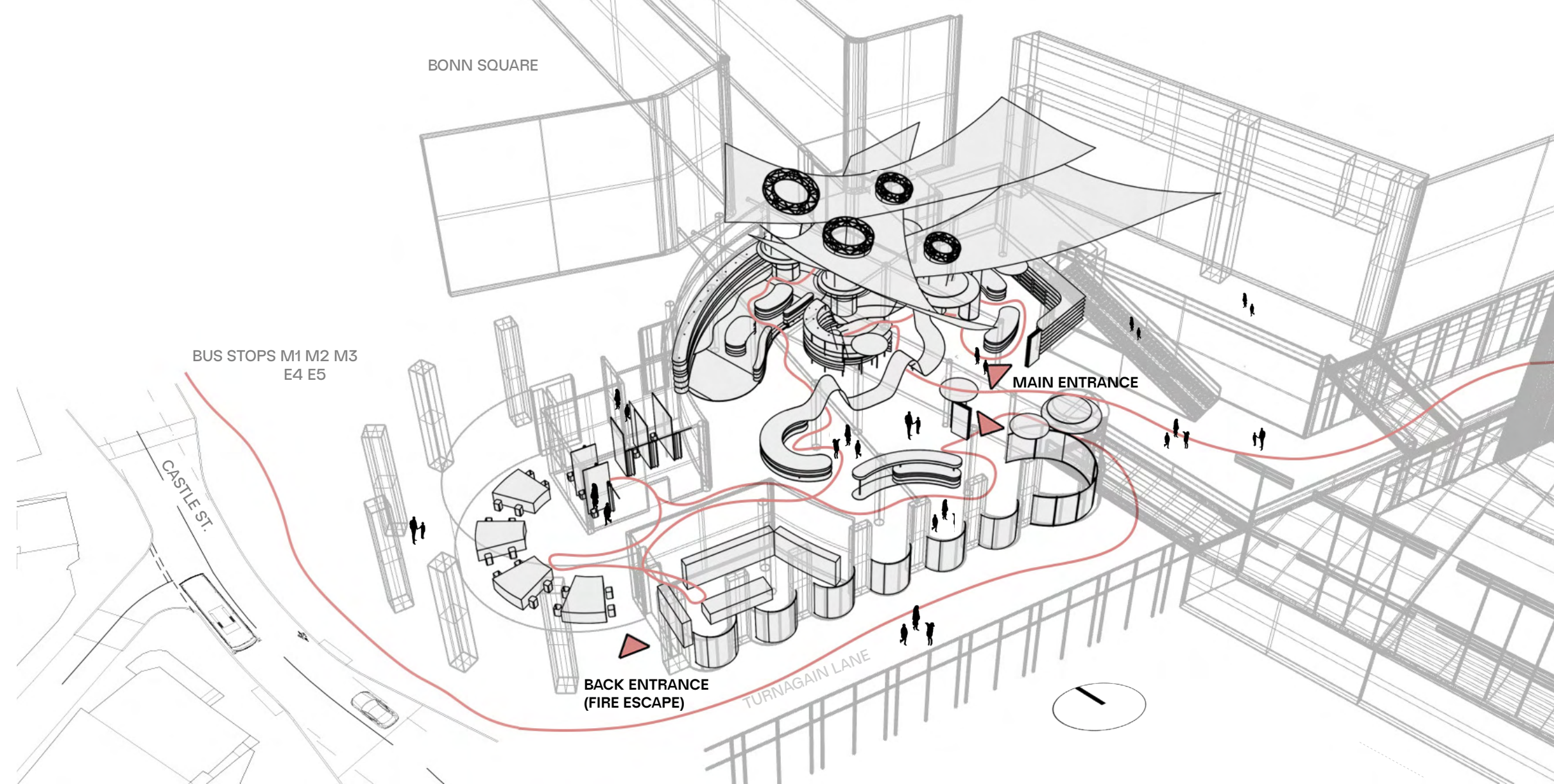
Design Studio Brief:

Involves designing permanent yet reversible structures within the Westgate shopping center, focusing on ethical and socially conducive affordances. To create spaces promoting **ethical shopping**, considering internal spaces a sophisticated range of activities, and a clear programmatic design strategy. The designs should align with a broader **socio-cultural context** and integrating **sustainable practices**. The structures must contain **interactive** public spaces, maintain pedestrian **circulation**, and stand independently with **flexible solutions** for interactivity.

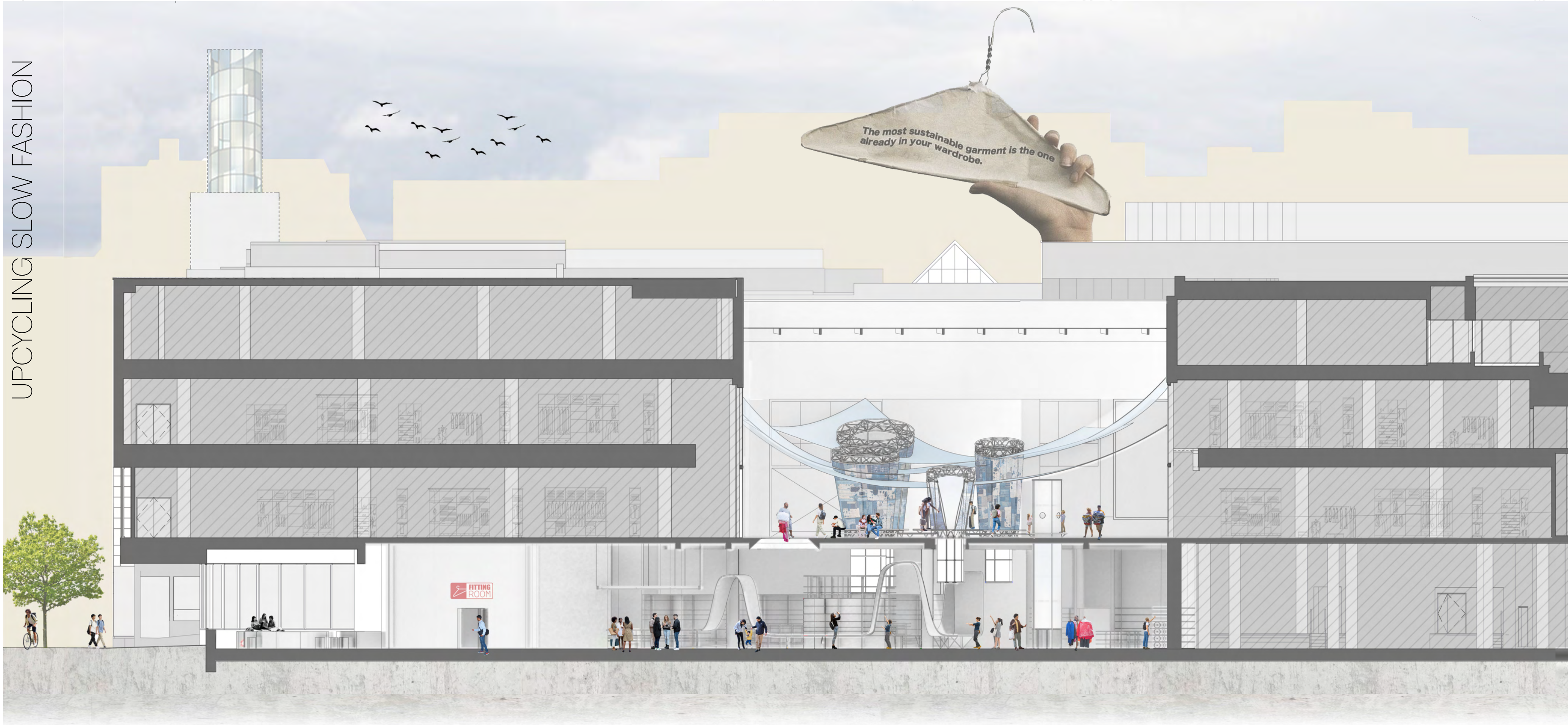
Project Aim: (Design Statement)

The Westgen Xchange project at Oxford's Westgate Shopping Center seeks to **redefine materialistic values** by encouraging appreciation for what people already own. It promotes individual **empowerment** through **creative upcycling**, challenging fast fashion by advocating for a shift to **circular slow fashion**. The fashion and retail industry faces unsustainability due to economic, environmental, and social challenges: scarce resources drive up production costs, harmful textile production processes face increasing restrictions, and the current economic climate makes fast fashion unsustainable for consumers.

The Westgen Xchange tackles these issues by transforming the shopping experience. The upcycling repair centre extends the life of garments, **reducing waste** and **overconsumption**, and **educates** consumers on the **value** of slow fashion, encouraging more thoughtful shopping habits that benefit the planet. By providing a free space for **community engagement** and **educational activities**, the centre promotes **social responsibility** and **sustainable living**. This approach fosters **community engagement**, **creativity**, and **mindful consumption**, encouraging a more **fulfilling** and **cost-effective** attitude towards clothing, while enhancing Westgate's brand image and contributing to a more conscious and socially responsible community.

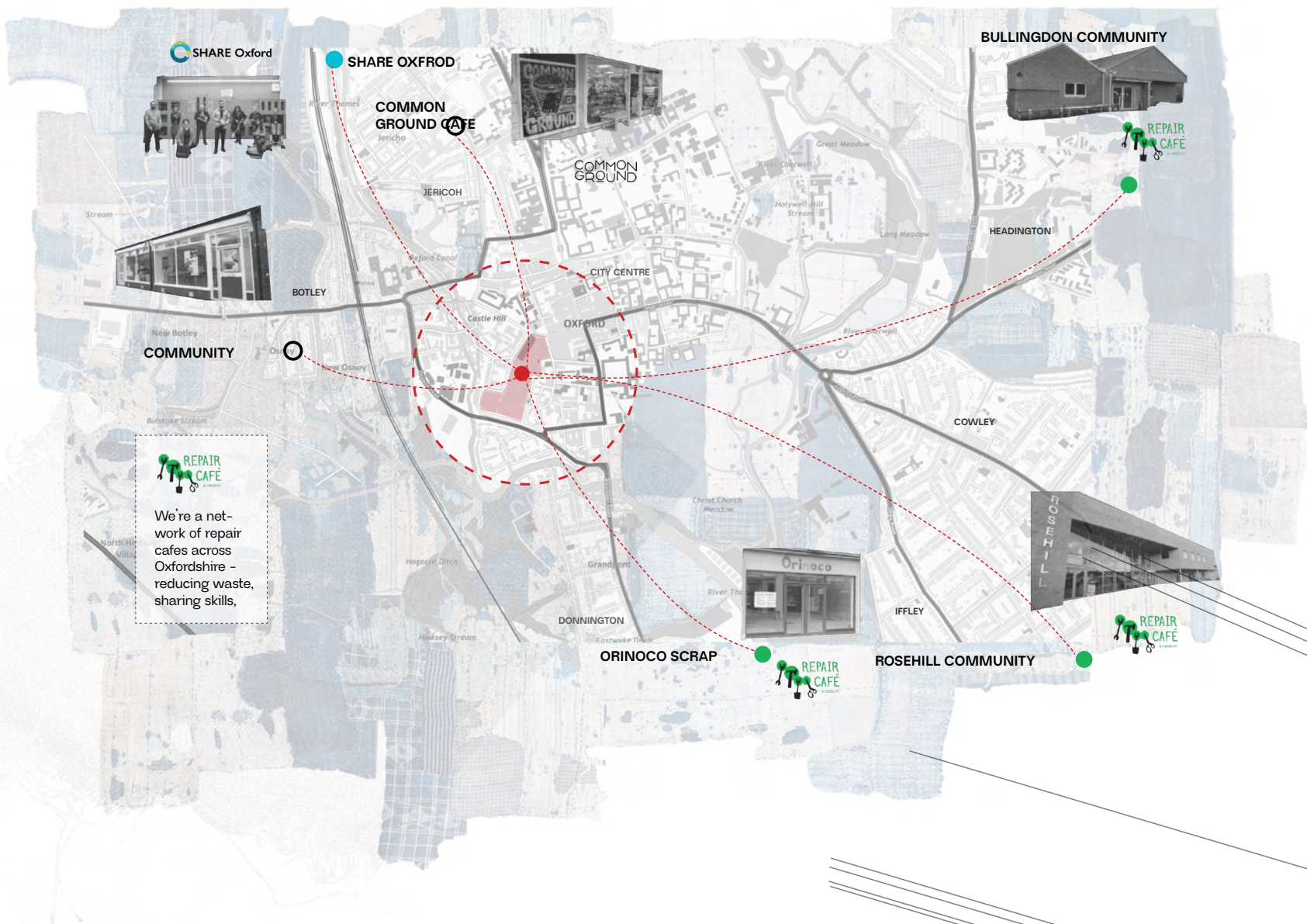


UPCYCLING SLOW FASHION



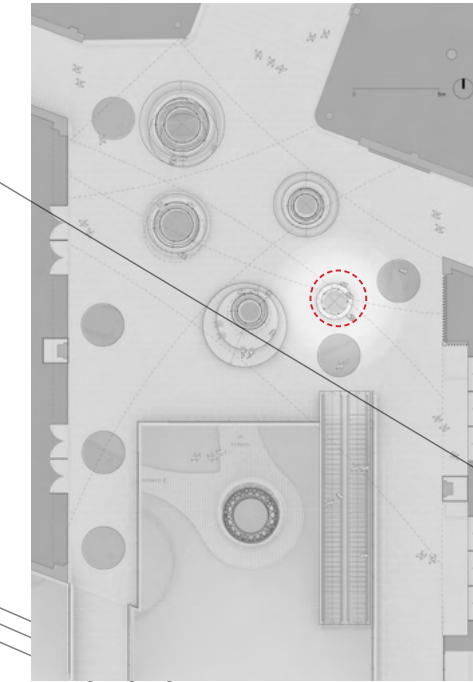
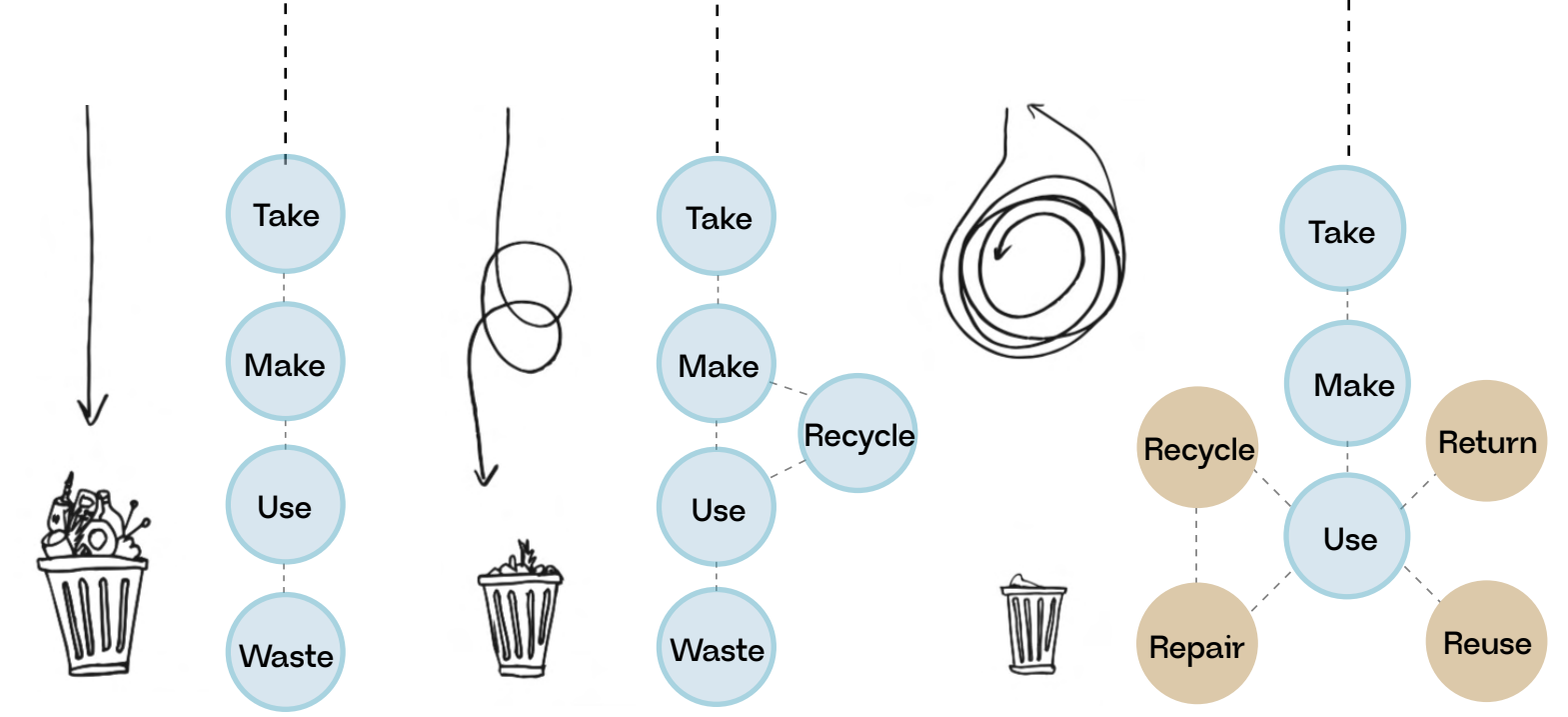
Helping Wider Repair Communities Grow And Connect

WestGen XChange aims to bring together the wider repair community for people who truly care about saving the planet through slow fashion. WestGen Xchange gives the option for existing users of different branches of repair cafes to come together to bring ideas and experience from all corners of Oxford



A Necessary Shift In Attitude For A More Circular Way Of Living

No perfect sustainable solution exists for buying clothes, but understanding the impact of our shopping choices is crucial. The fashion industry generates up to 10% of global carbon emissions, surpassing international flights and maritime shipping combined. Extending the lifespan of clothing by nine months reduces its carbon, waste, and water footprint by 20-30%. Thus, adopting mindful shopping practices and buying secondhand are effective ways to significantly lessen fashion's environmental impact.



UGL Plan - Laundry Shoot Location

The Laundry Shoot creates a novel experience for passers-by to see clothes being donated in a unique fashion. Alluding to whats below, additionally addressing the issue at hand with fast fashion making the people of WestGate question their fashion and spending choices making them think to what they really need or not.

Skill Learning



Community Exchange



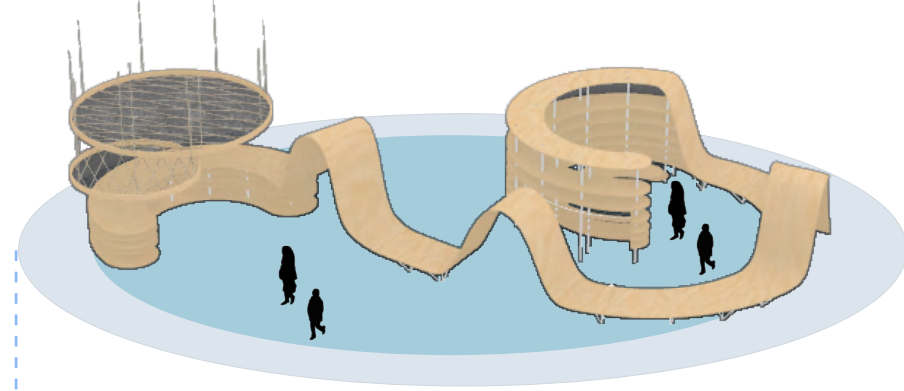
Oli Fulford



Spatial Usage And Zoning Enabling Collaborative Creativity

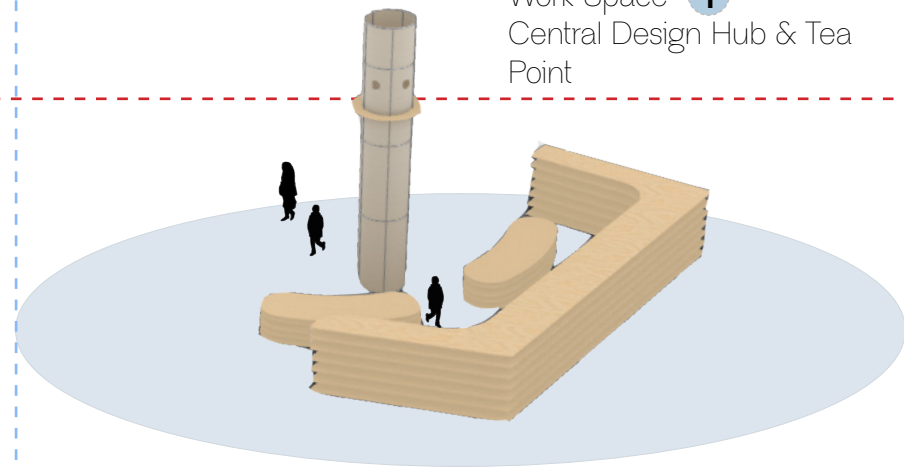
Breaking A Formalised Setting As A Mode Of Creative Engagement Across Various Abilities

EXPERTS

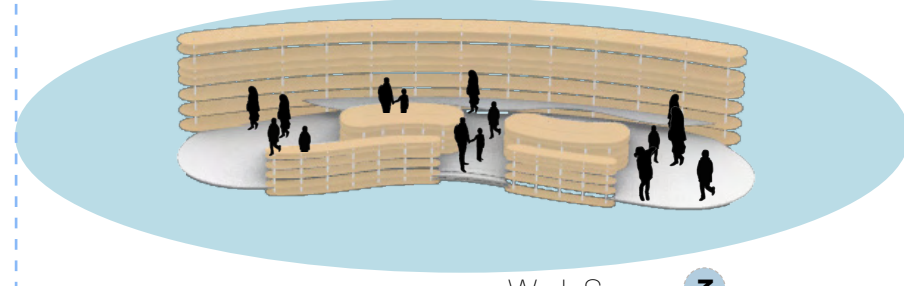


Work Space 1
Central Design Hub & Tea Point

BEGINNERS

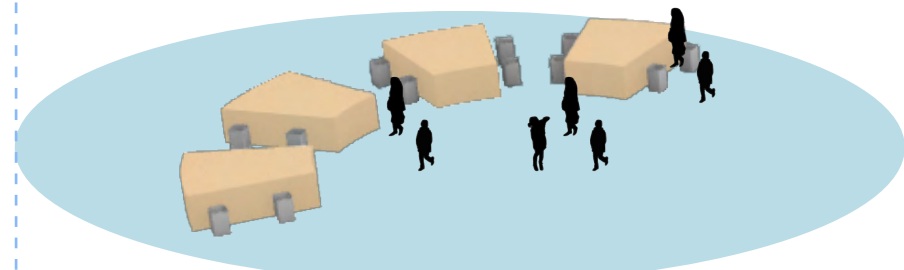


Work Space 2
Small Groups / Individuals

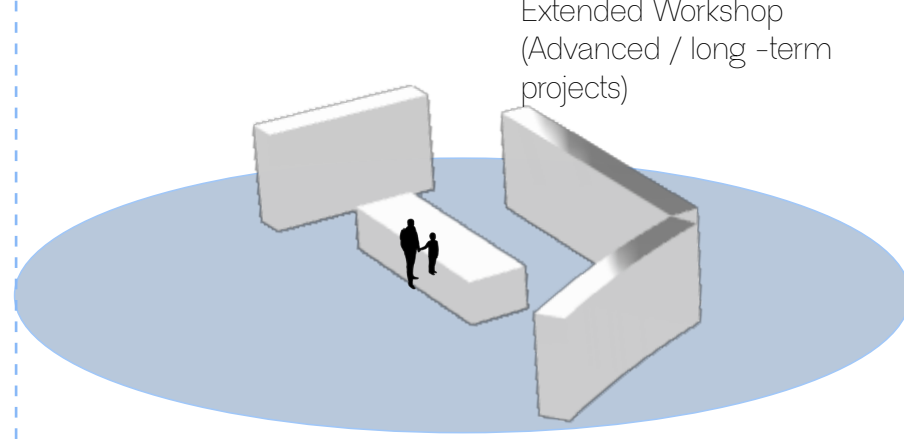


Work Space 3
School Groups / Exhibition Space

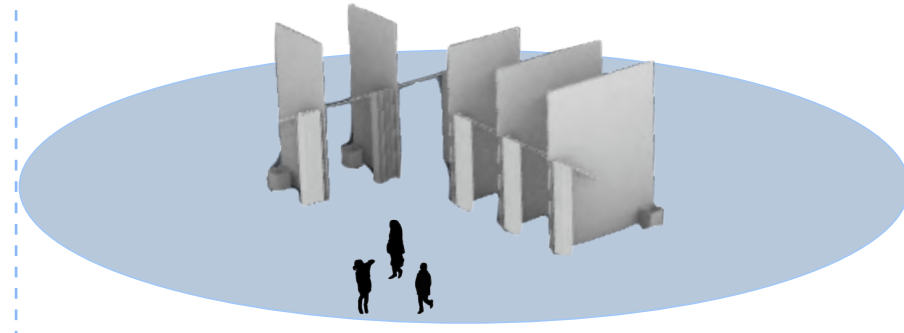
HYBRID SPACES



Extended Workshop
(Advanced / long-term projects)



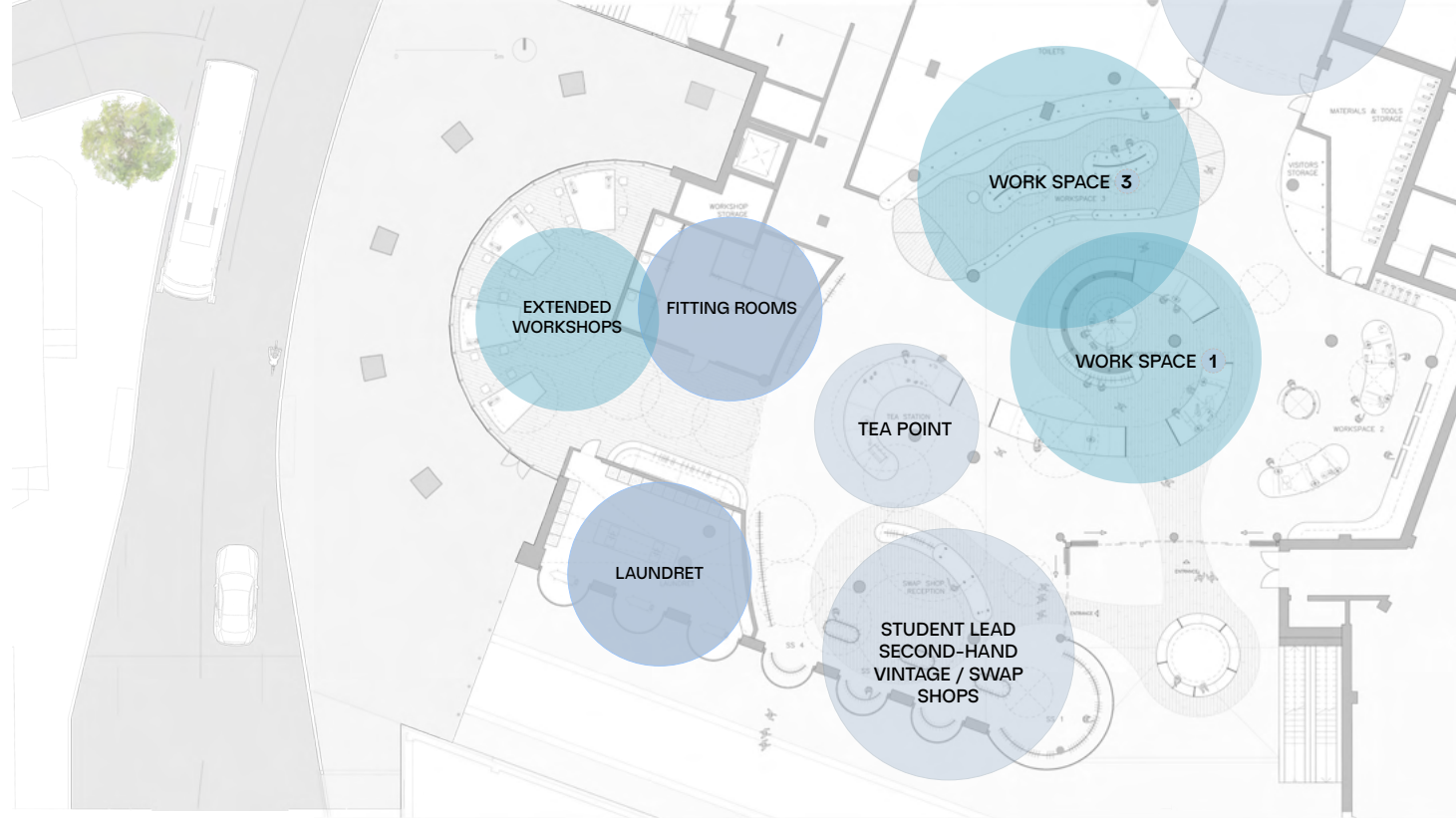
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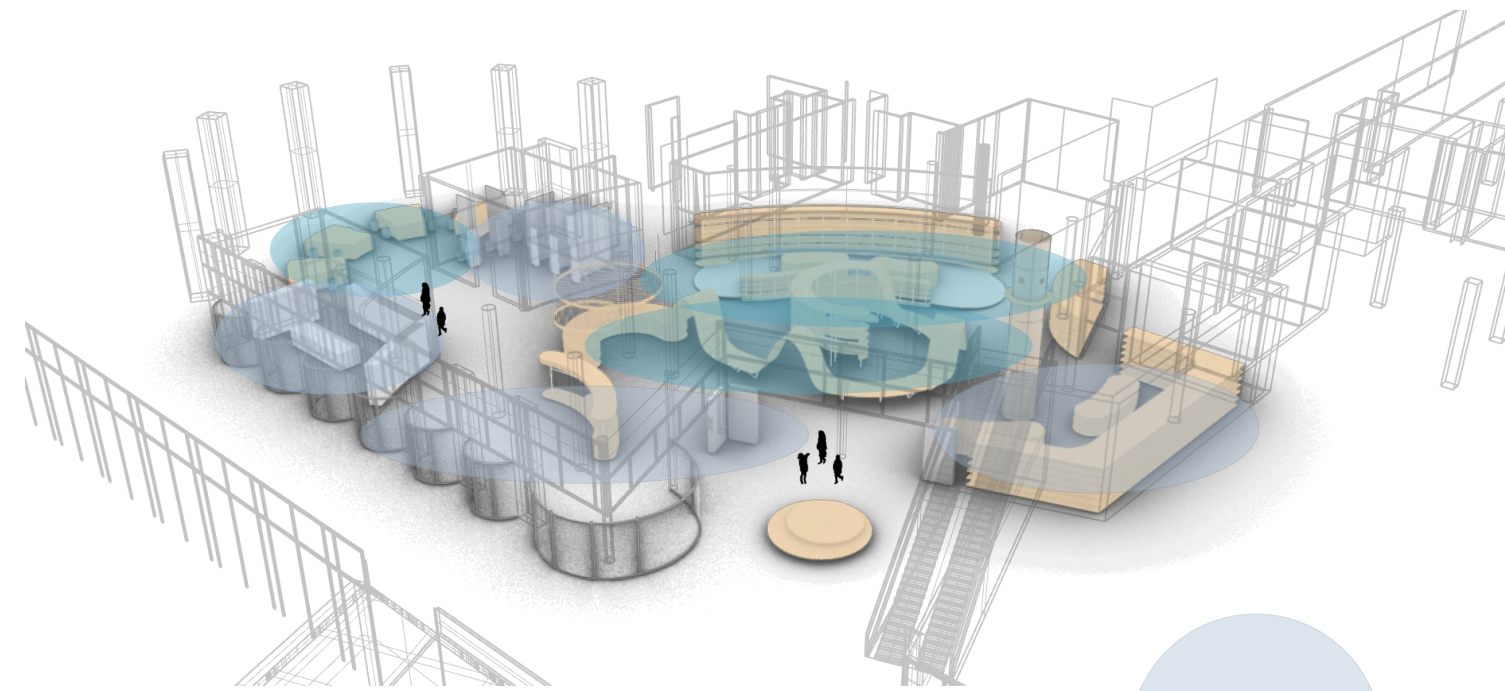
Fitting Rooms



LGL Workshop Plan
Central Bench Stimulating flow and spatial divides



Private Semi-Private Semi-Public



Designing for Individual and Collective Change to Upcycling and Repairing Clothing



Personal change:

- Discover a new love for slow vintage fashion
- Gained skills in repairing damaged clothing
- Sustainably consciousness

Community effect:

- Educated young demographic
- Builds community connections
- Supports local businesses
- Inspires future generations

Personal change:

- Feels connected to Oxford through new network of friends
- Discovered a new love for slow vintage fashion
- Discovered a new sense of pride and confidence through unique fashion styles
- Sustainably consciousness

Community effect:

- Connection of friends and wider communities in Oxford
- More sustainably conscious mindsets

Personal change:

- Reconsideration of own materialistic characteristics to appreciate things they already have
- Attending repair cafes near them

Community effect:

- Supports local businesses
- Repair community growing beyond the realm of Oxford

Personal change:

- Growing the joy of spreading the knowledge of repair and upcycling old clothing

Community effect:

- Educated young demographic
- Builds community connections
- Supports local businesses
- Inspires future generations

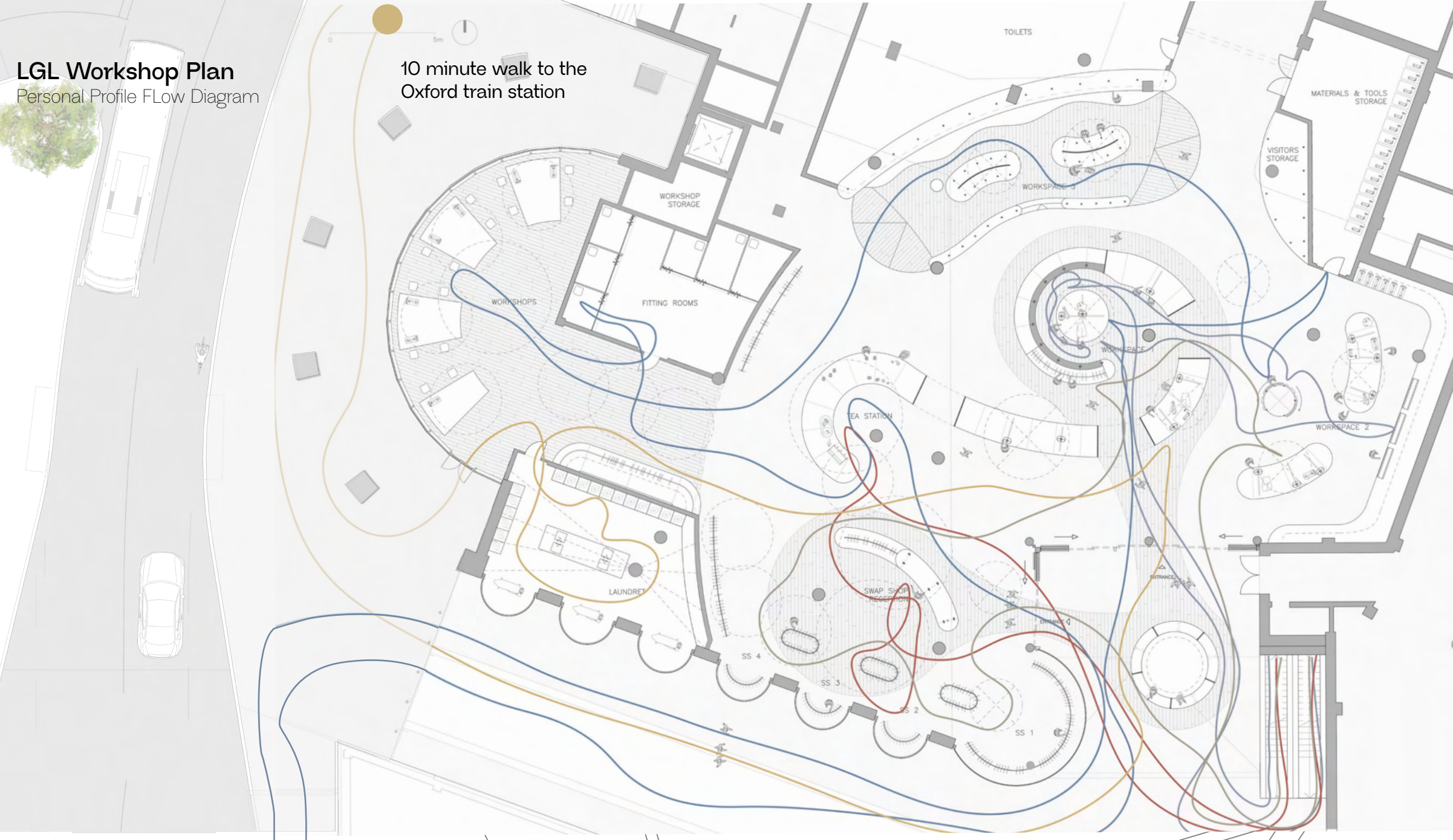
Personal change:

- Discover a love for the second hand vintage clothing industry.
- Finding a niche within the Oxford market for second hand vintage stores

Community effect:

- Growing local businesses
- Connecting clothes with new owners

LGL Workshop Plan Personal Profile Flow Diagram



Learning From Historic Practices of Upcycling Clothing



Oli Fulford

Boro

Boro is a traditional Japanese textile mending technique that involves patching and reinforcing worn-out fabrics with layers of scraps, embodying an environmentally friendly fashion practice by promoting the reuse and longevity of garments.

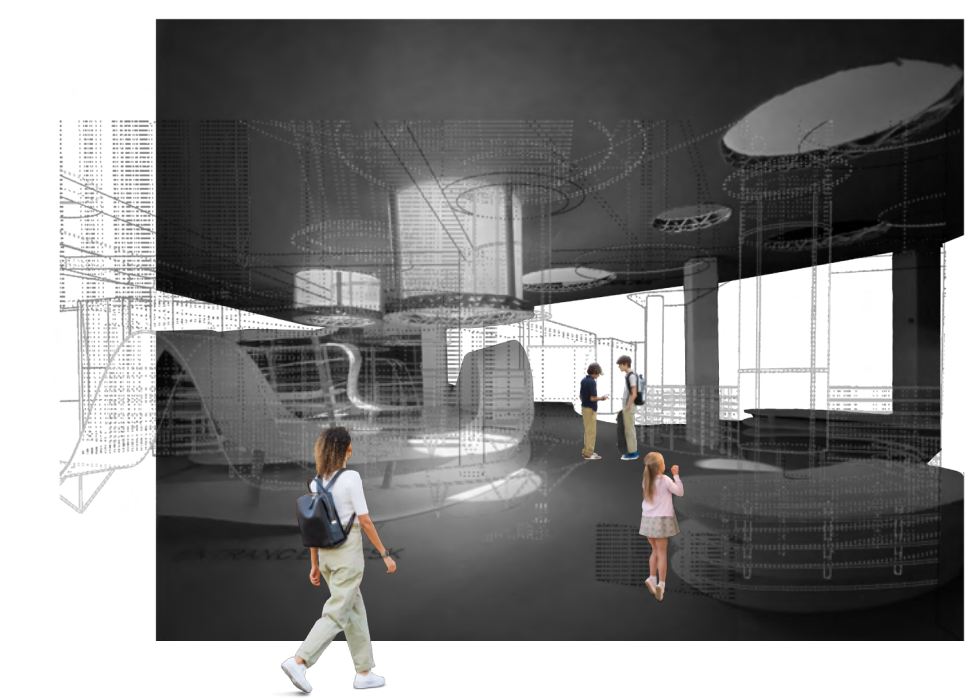
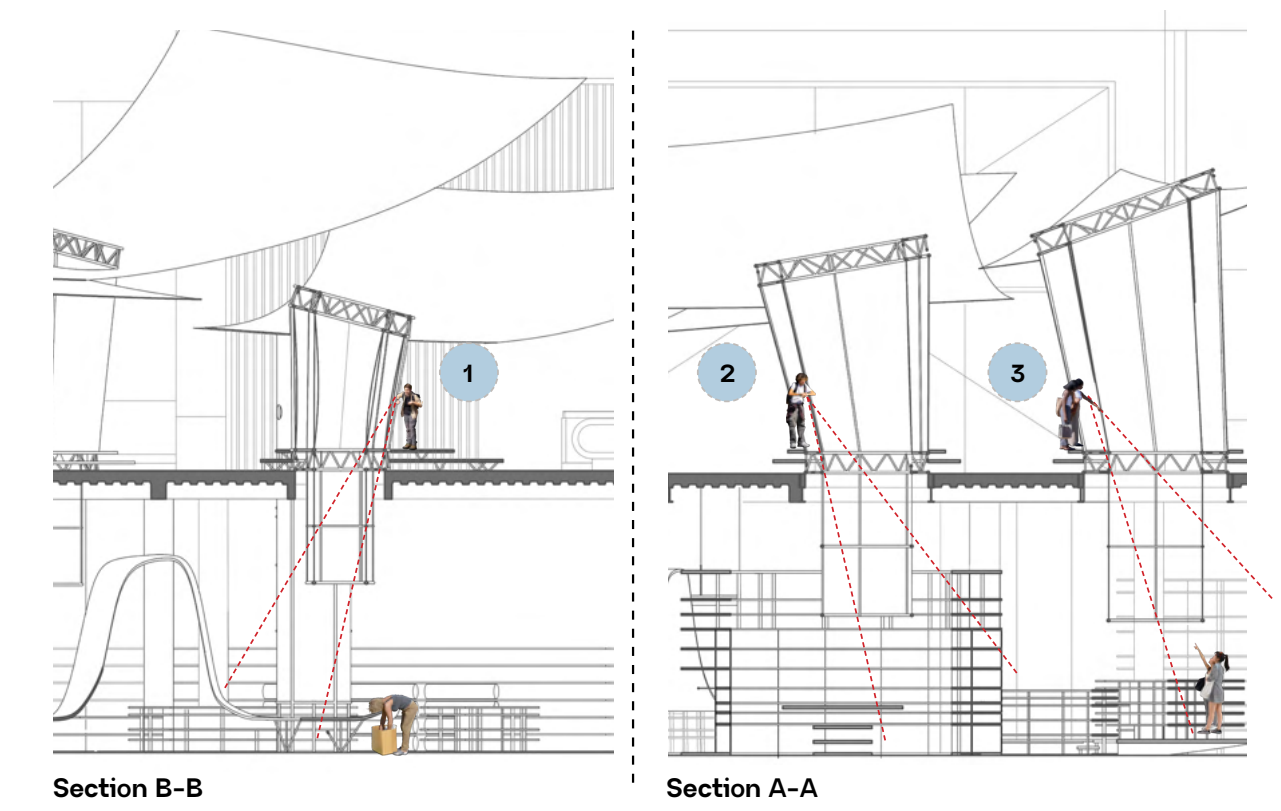


Make Do and Mend

'Make Do and Mend' is a wartime British initiative that encouraged people to repair, reuse, and repurpose clothing and household items, fostering an environmentally friendly approach by reducing waste and extending the life of existing materials.

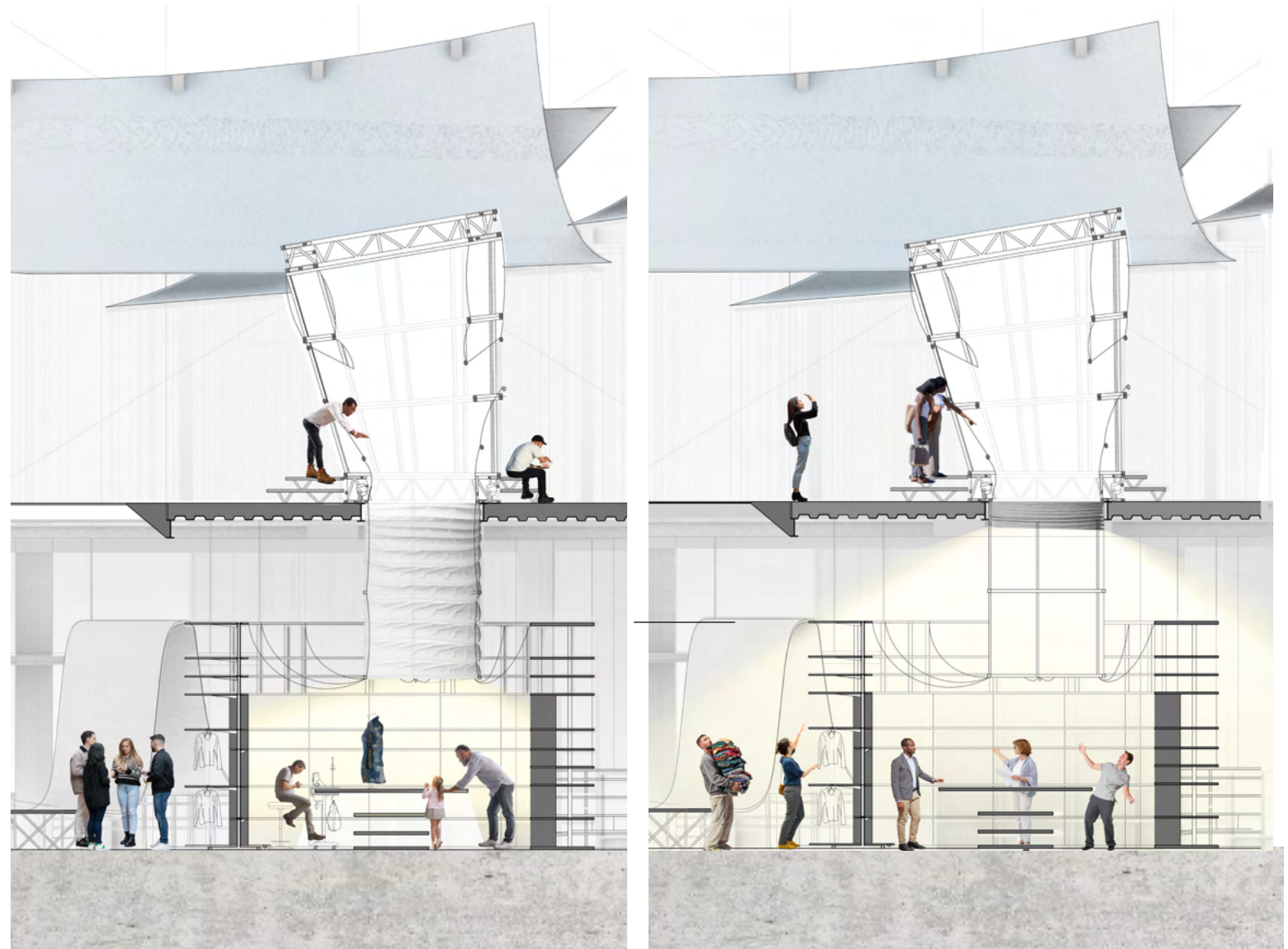


Initiating Psychological Triggers For Reluctant Users Towards Second Hand Circular Fashion



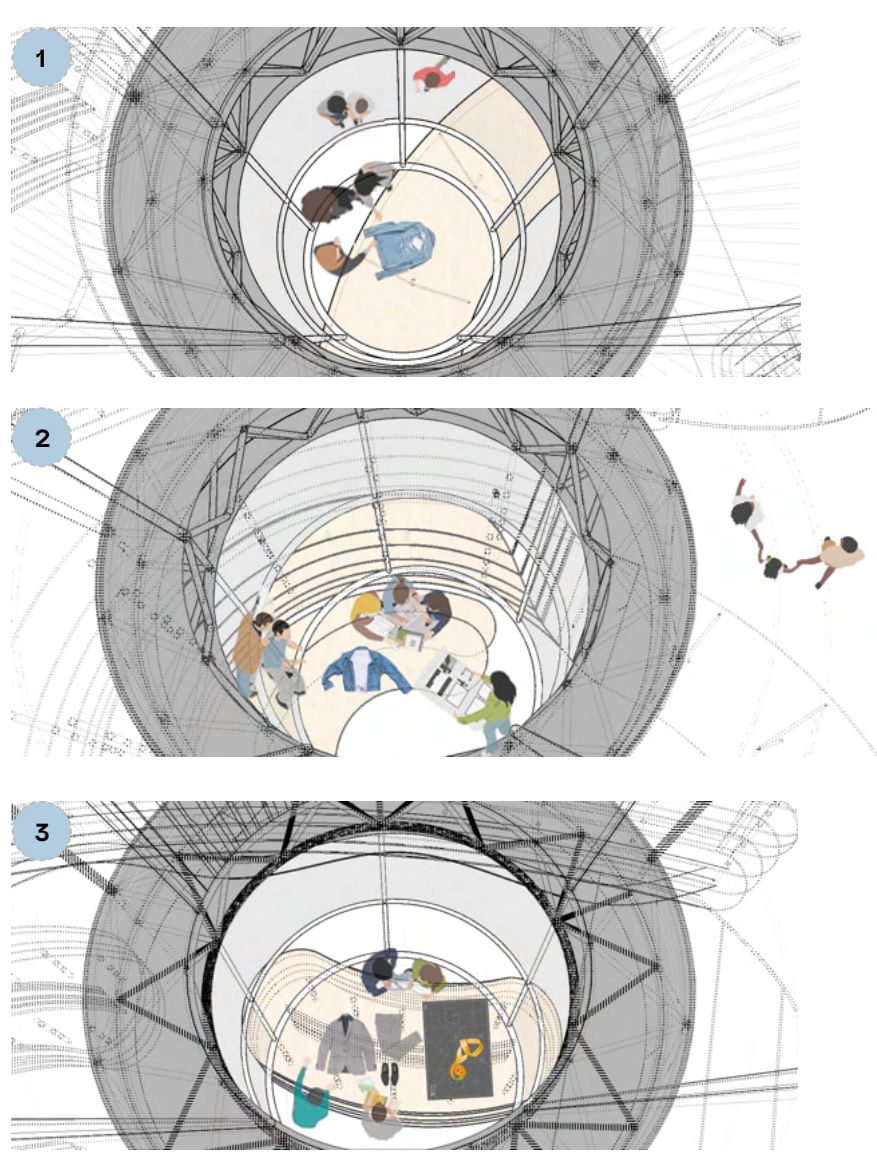
Varied Lighting Conditions Created Via Retractable Light Tunnels

The option of utilising the underside of the Cones that can be retractable to control the amount of light going through the openings of the intervention. This can either: Disperse light with the fabric is retracted. When rolled down, focuses the direction of light to the specific activity below which additionally gives an increased sense of spatial enclosure through the use of directed light



Oli Fulford

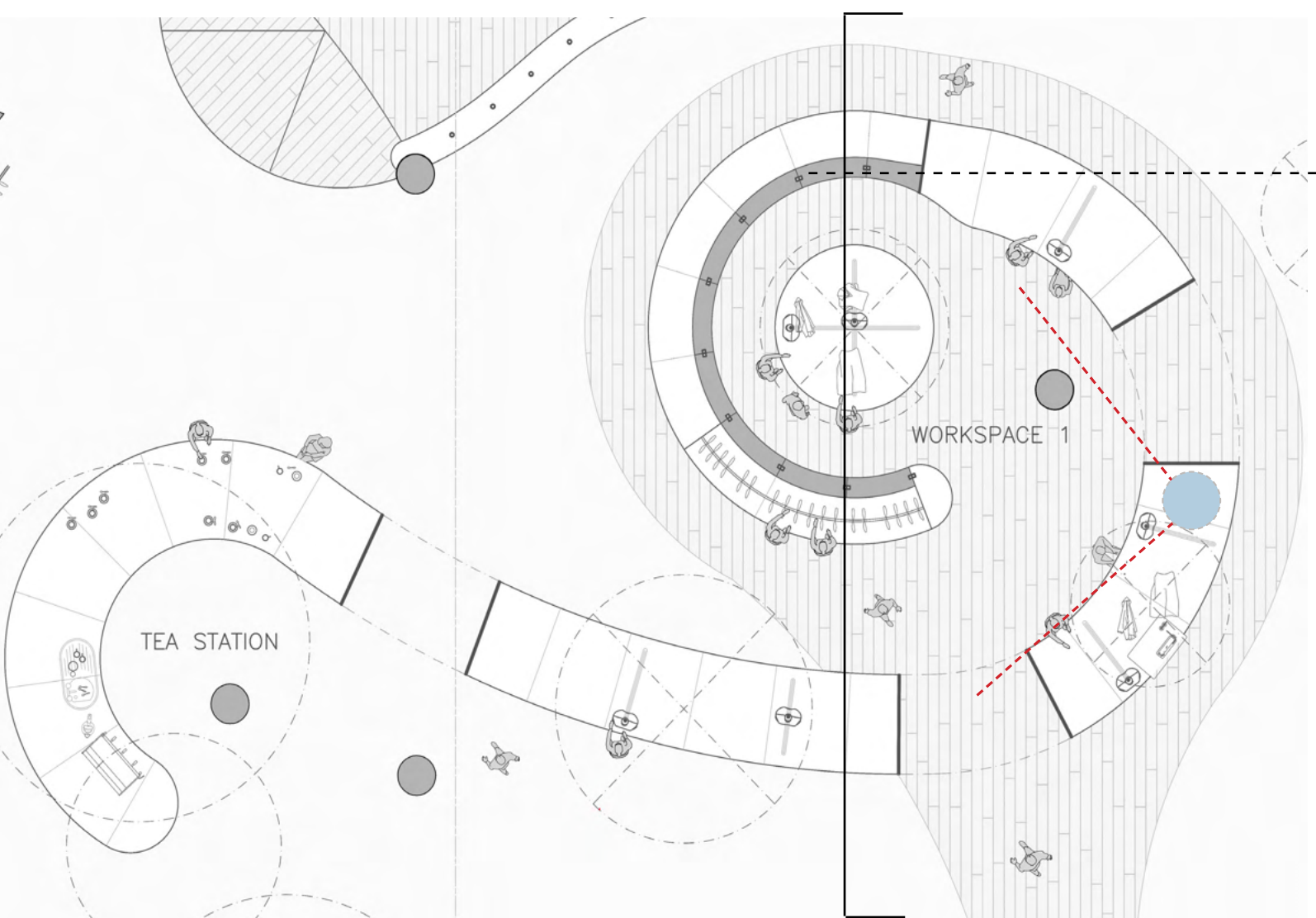
Utilising Natural Materials For Circular Conciousness



Creating Viewing Appetures

Pulling People down into the space by puncturing viewing appetite points on specific activities to entice people into the space below

LGL Workshop Plan
Central Bench Stimulating flow and spatial divides



Mycelium - Upcycling Waste Material for a New Use

Mycelium is a natural, eco-friendly material ideal for sound insulation. Using this for the central work space makes for a quite semi-private space for focused work away from the busy activity on-going in the rest of the floor plate.

Like the WestGen XChange scheme, which upcycles clothes, mycelium effectively upcycles waste material, engulfing the waste to create new material, offering both sustainable design and effective soundproofing

Utilising Waste Material for New Life

