



Can architecture embody emerging economic theory?

Can a charity shop celebrate every stage of its cycle from giving to buying?

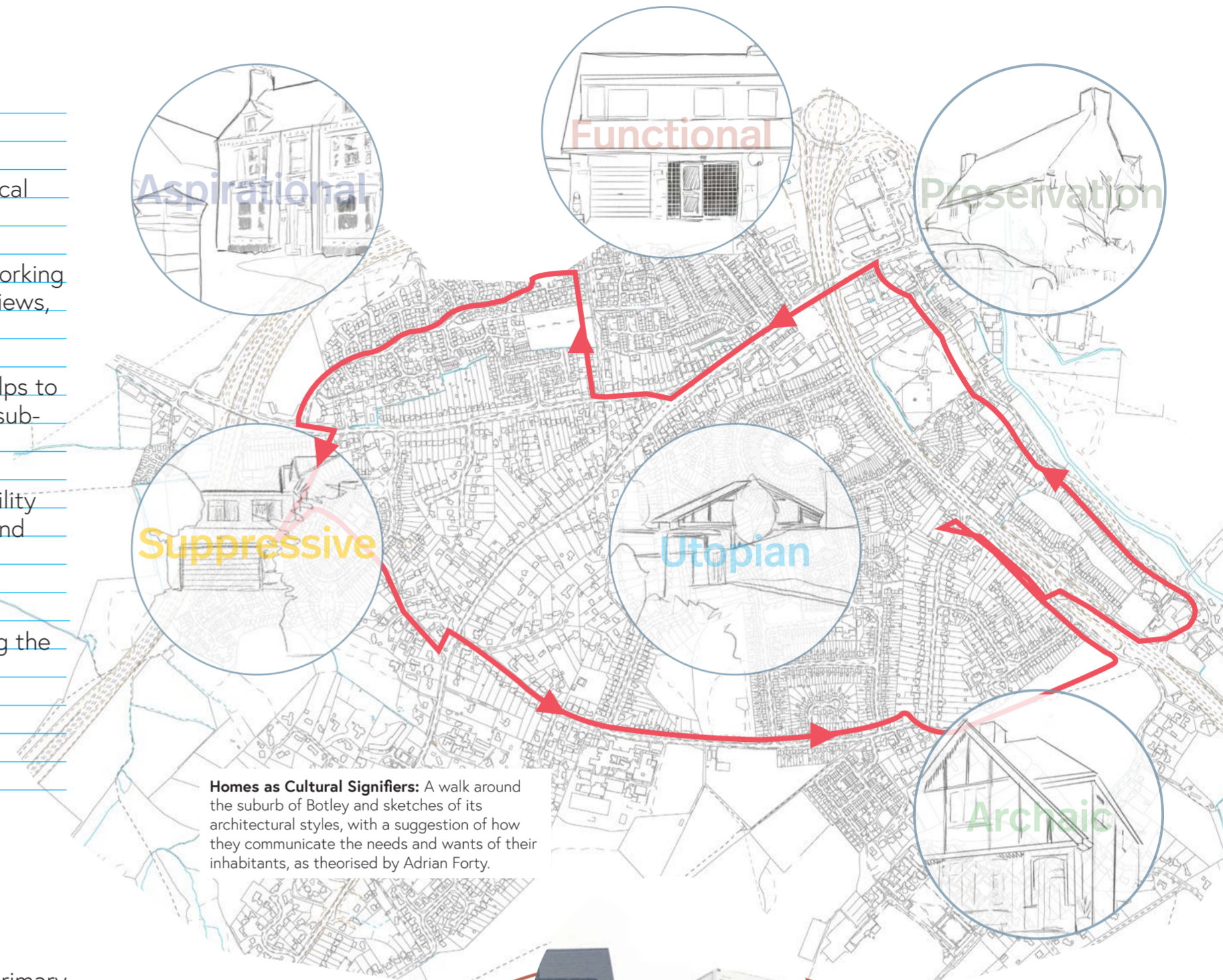
Botley Buys Better employs the principles of Doughnut Economics: embracing a local economy that supports the community economically, socially and environmentally.

Volunteer areas are at the heart of the store, providing a healthy and rewarding working environment. Ergonomically designed areas have access to internal and external views, making the most of natural light.

Shoppers observe the process of sorting and preparing donations for sale. This helps to ensure a better quality of stock for the shop - the public are less likely to donate sub-par items if they are on show.

Demountable architectural interventions within the existing building improve visibility and the shopper's experience. A yellow framework is a both a structural support and a navigational aid; leading shoppers through each product type before framing a previously inaccessible courtyard to the rear of the store.

Contrasting regenerative materials are used, creating clear zones while embodying the circular ethos of the project.



Homes as Cultural Signifiers: A walk around the suburb of Botley and sketches of its architectural styles, with a suggestion of how they communicate the needs and wants of their inhabitants, as theorised by Adrian Forty.

From the 1880s to present day, Botley's story is one of expansion



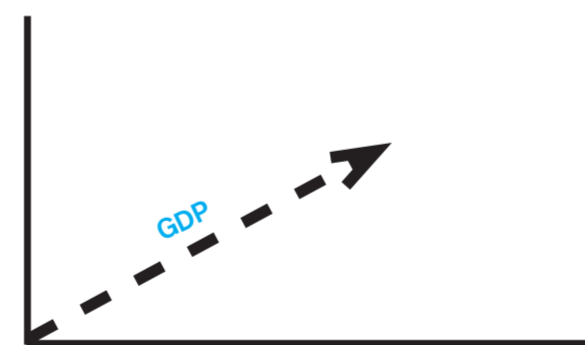
Expansion is not Botley's future

"For over 70 years economics has been fixated on GDP, or national output, as its primary measure of progress. That fixation has been used to justify extreme inequalities of income and wealth coupled with unprecedented destruction of the living world. For the twenty-first century a far bigger goal is needed: meeting the human rights of every person within the means of our life-giving planet."

Kate Raworth,

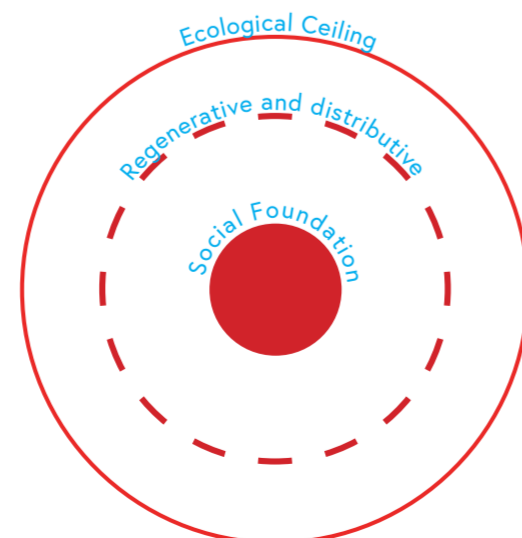
Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist

20th Century Economics

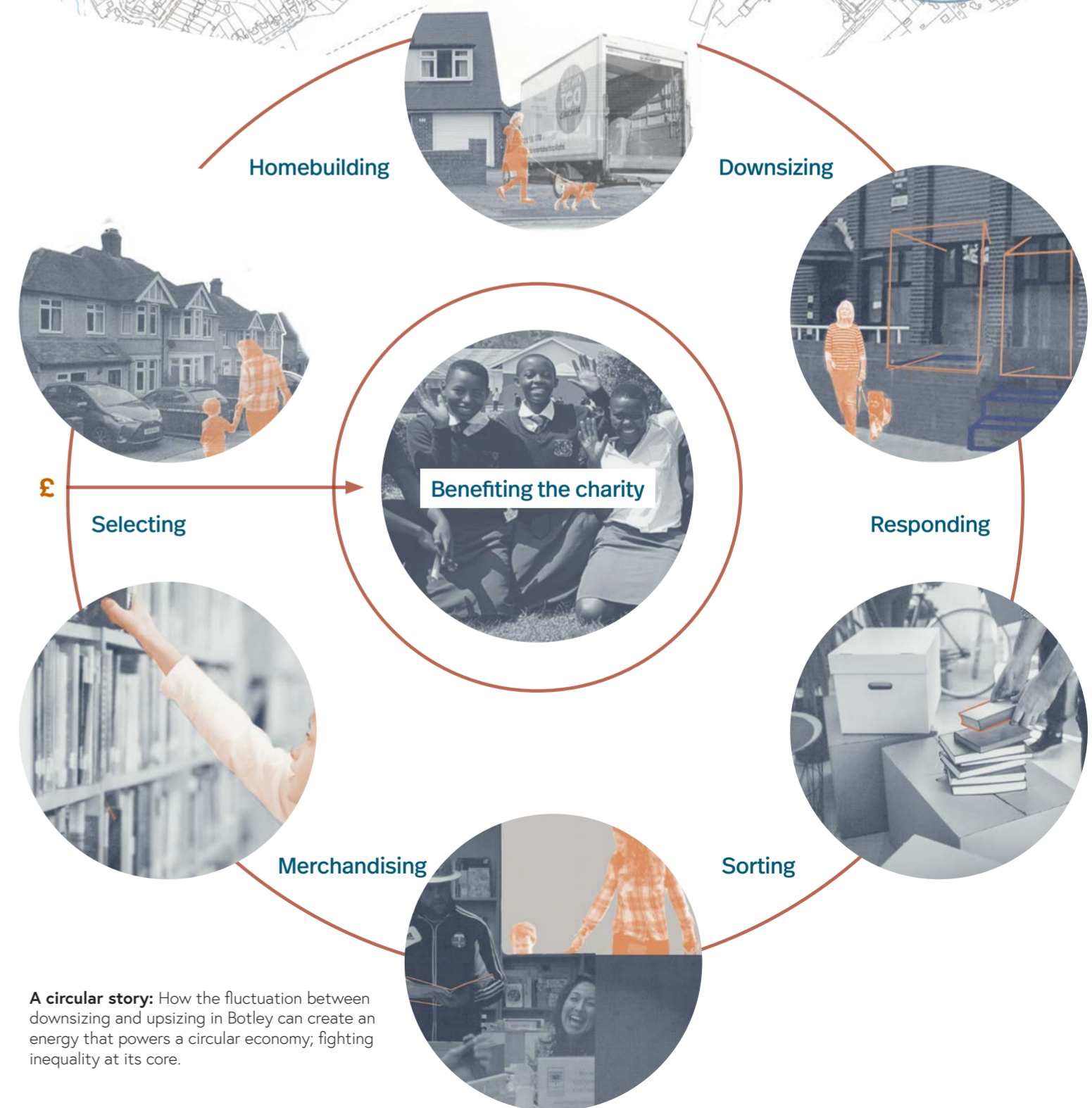


- Prioritises growth
- Pushes up value of houses
- Increases inequality
- Raises demands on natural resources
- Increases need for transport and travel

21st Century Economics (aka The Doughnut)



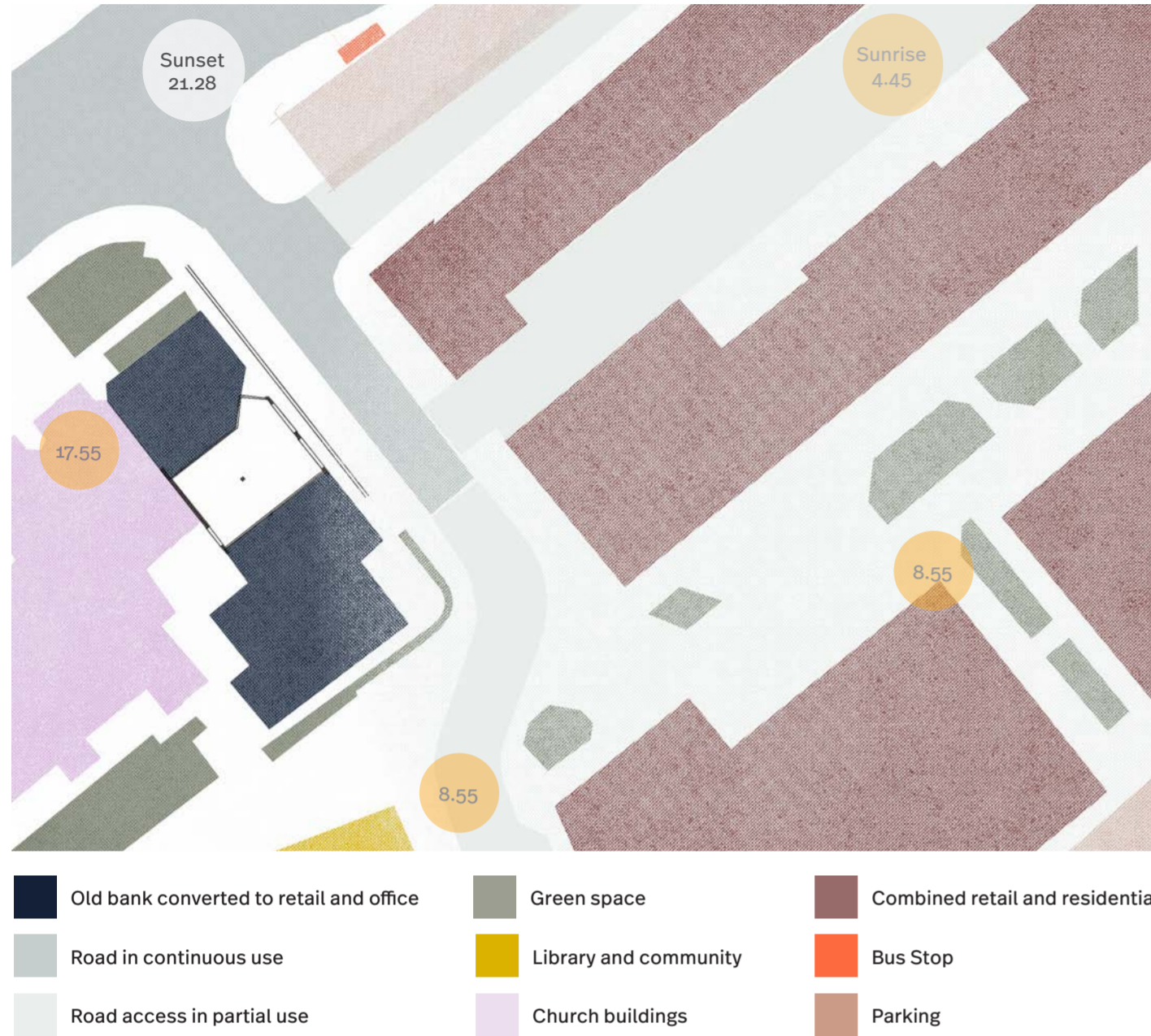
- Agnostic about growth
- Prioritises social goals
- Quality housing should be accessible to all
- Humanity over profit
- Believes in regenerative design



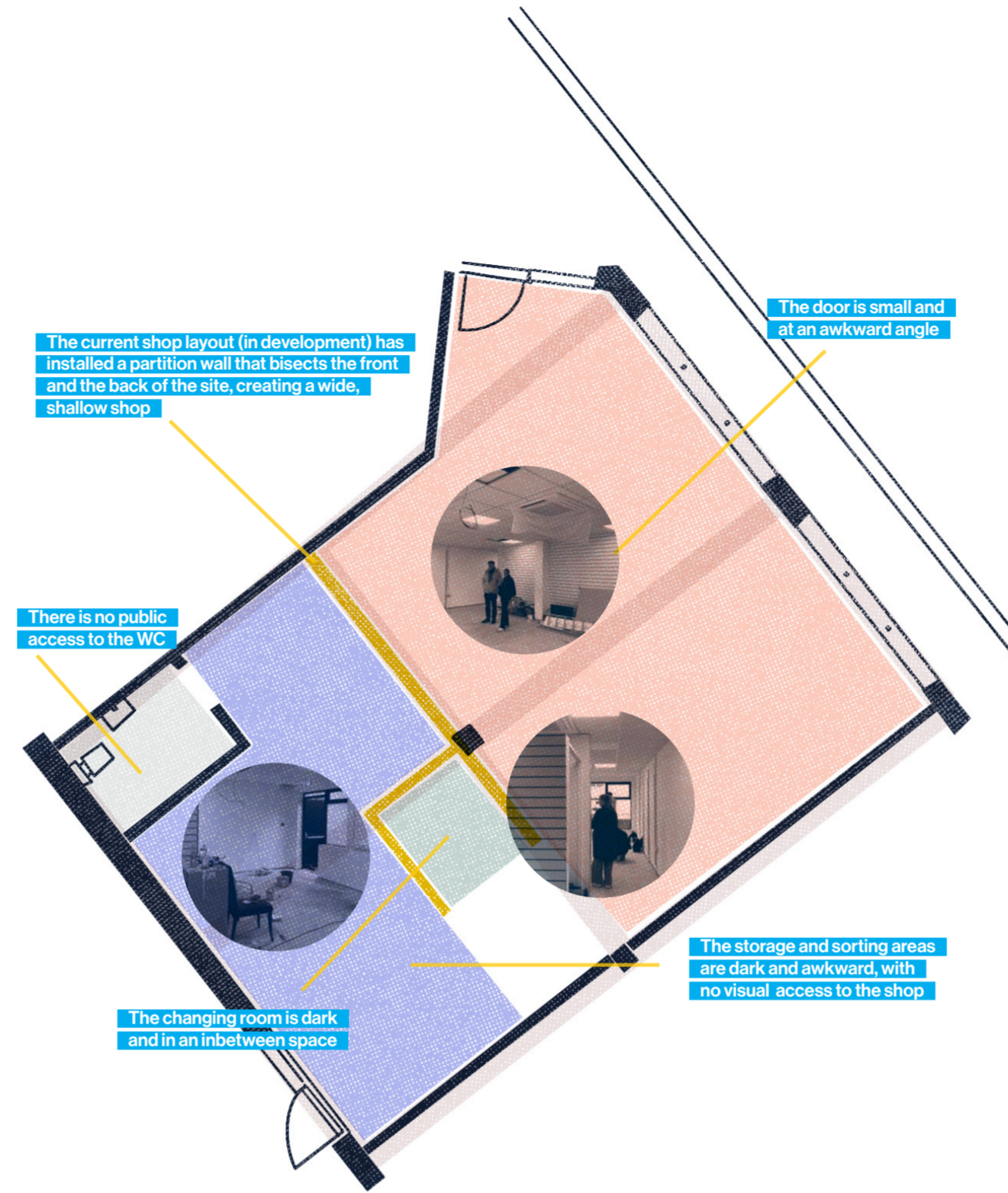
A circular story: How the fluctuation between downsizing and upsizing in Botley can create an energy that powers a circular economy; fighting inequality at its core.

**The future of existing buildings:
New forms following new functions**

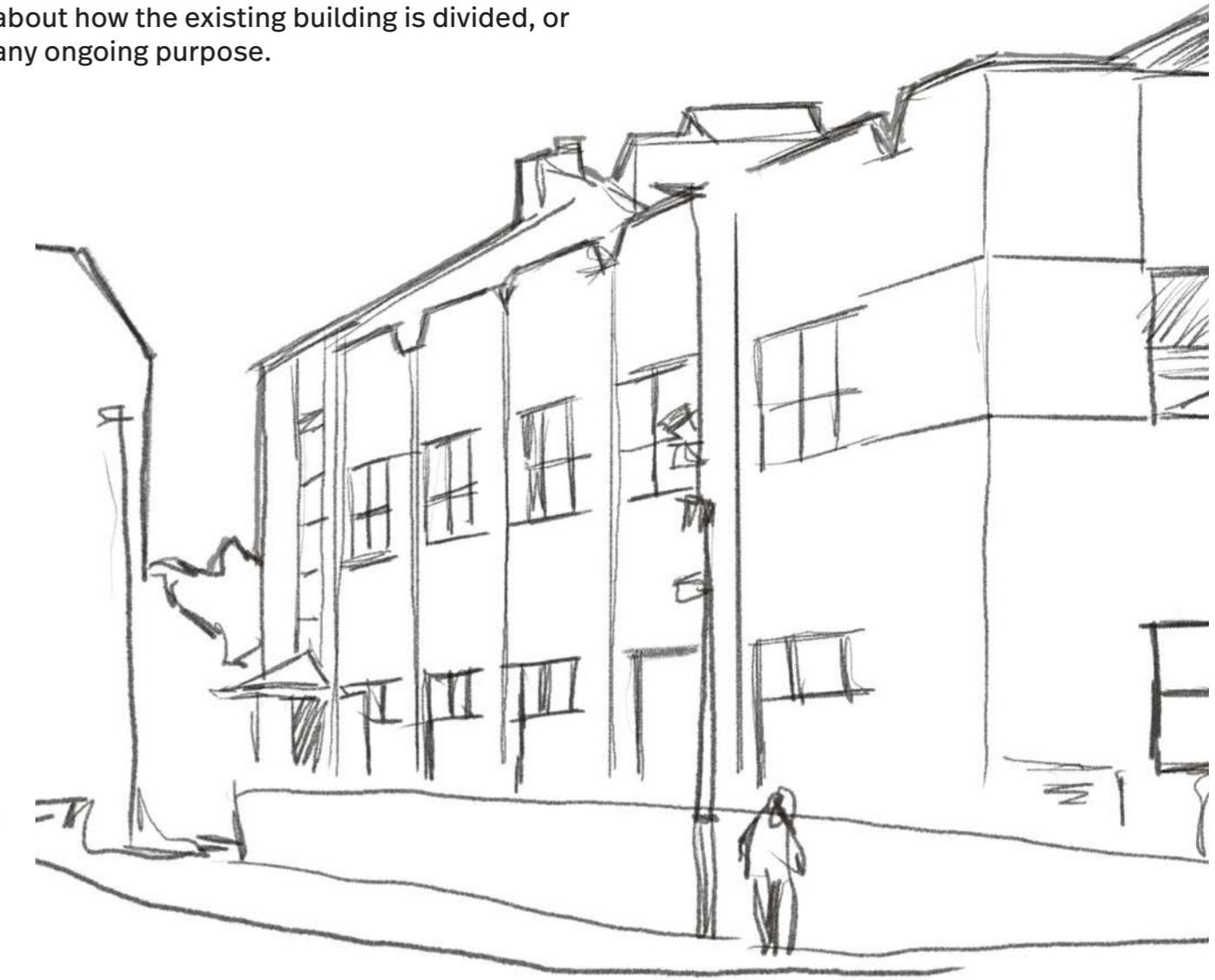
The store is positioned between a 1930s row of shops and a new retail development. How can we create a visual language to connect them?



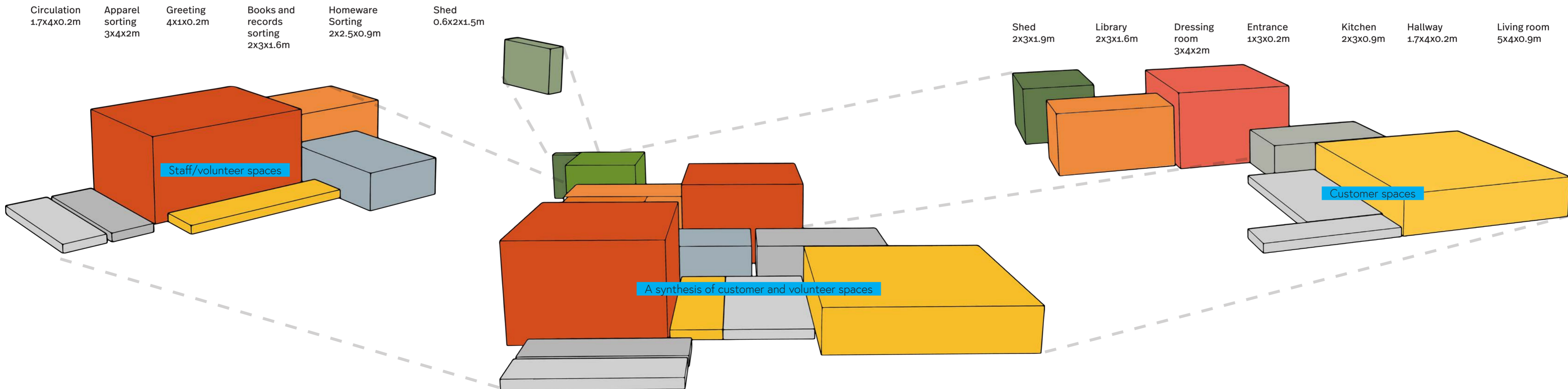
The existing plan is creating more problems than it solves



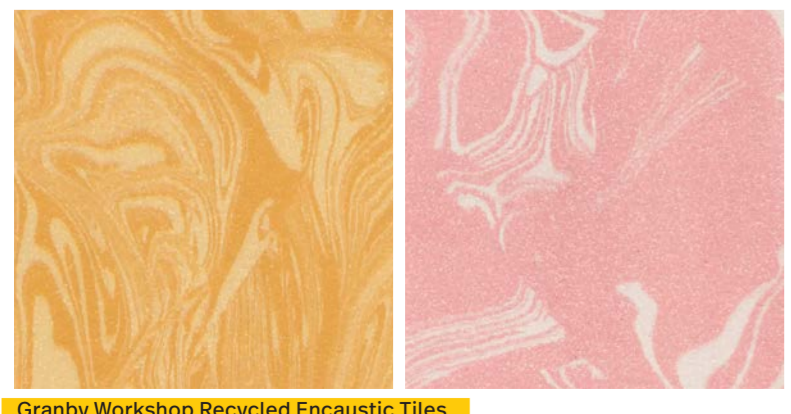
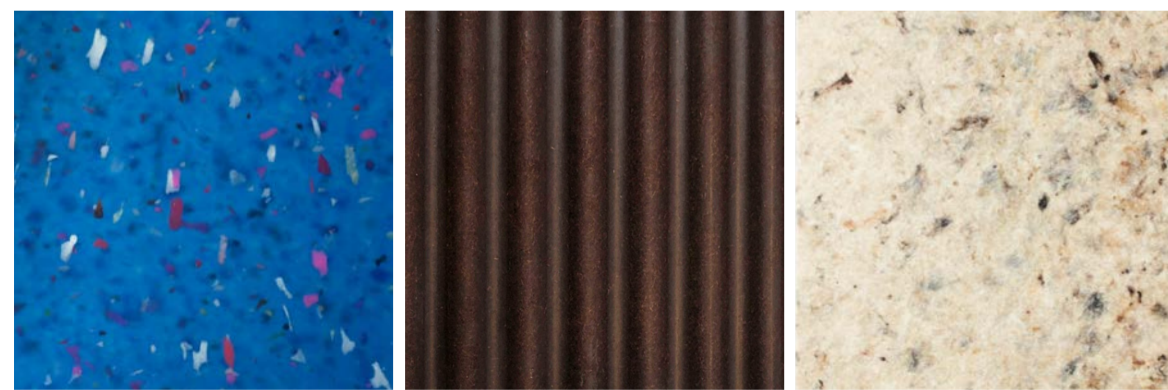
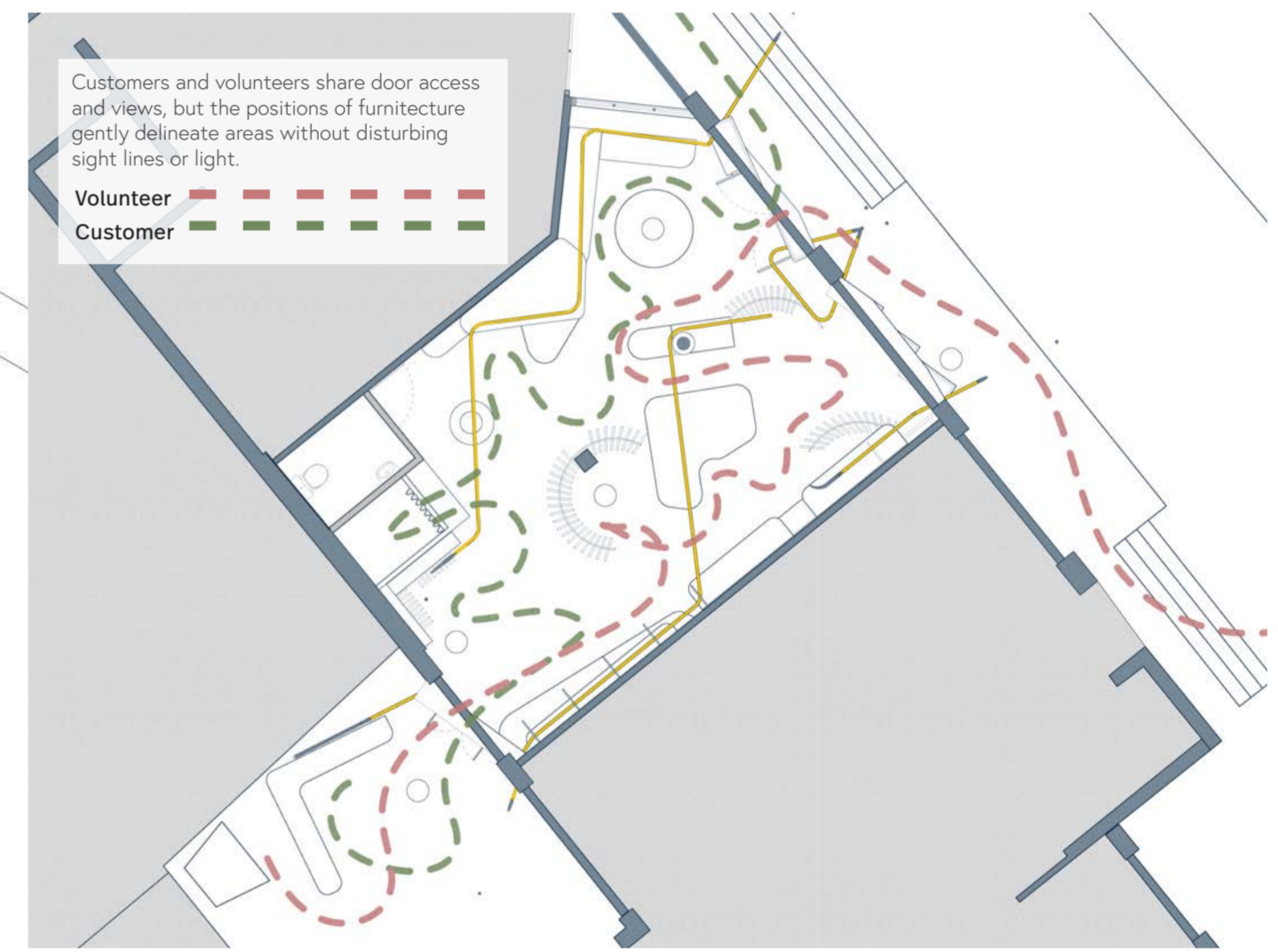
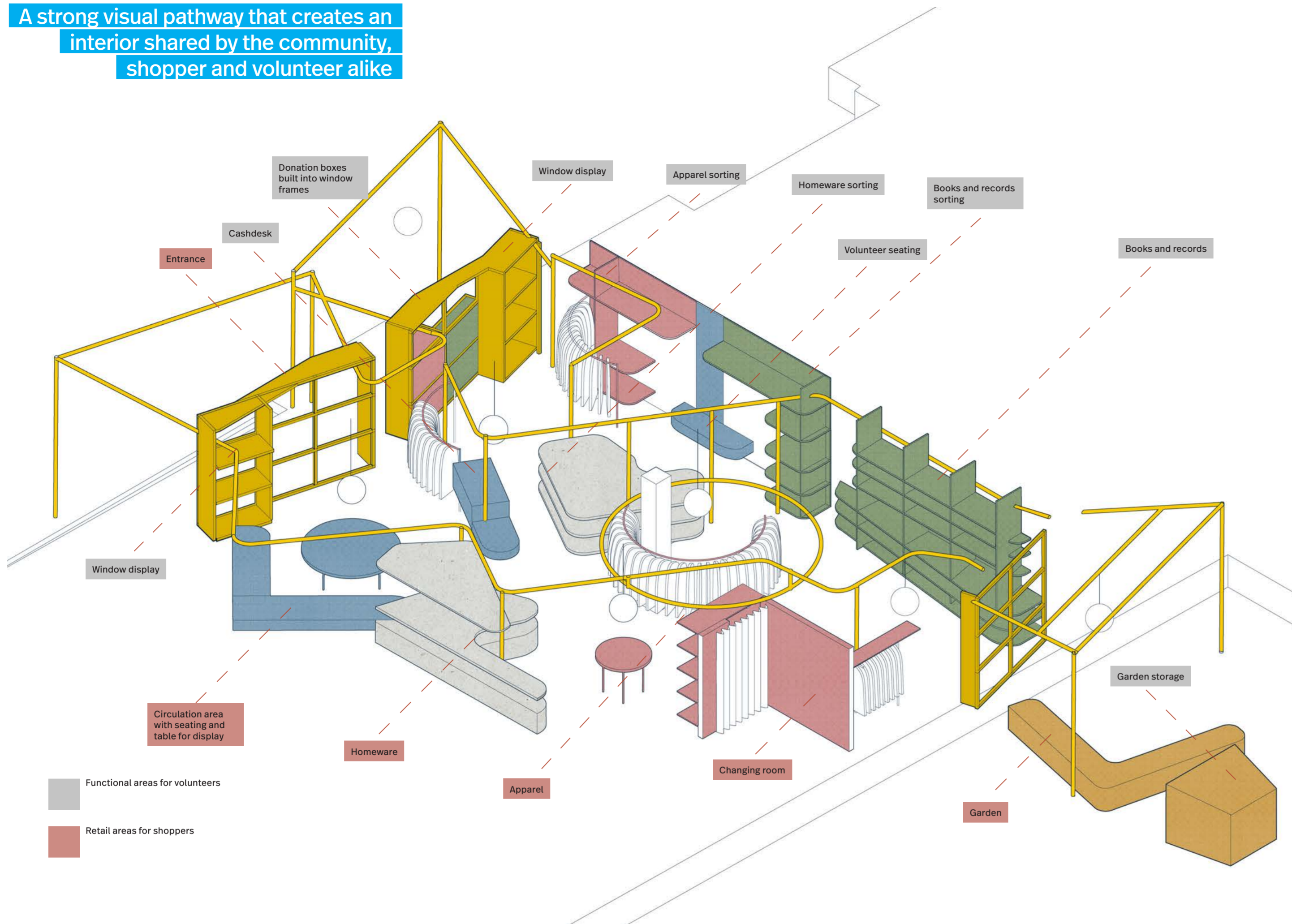
From the street, the facade tells us nothing about how the existing building is divided, or any ongoing purpose.



Integrative spaces: using massing blocks to sketch out the order of spaces in a charity shop. The dimensions are based around a domestic/human scale.

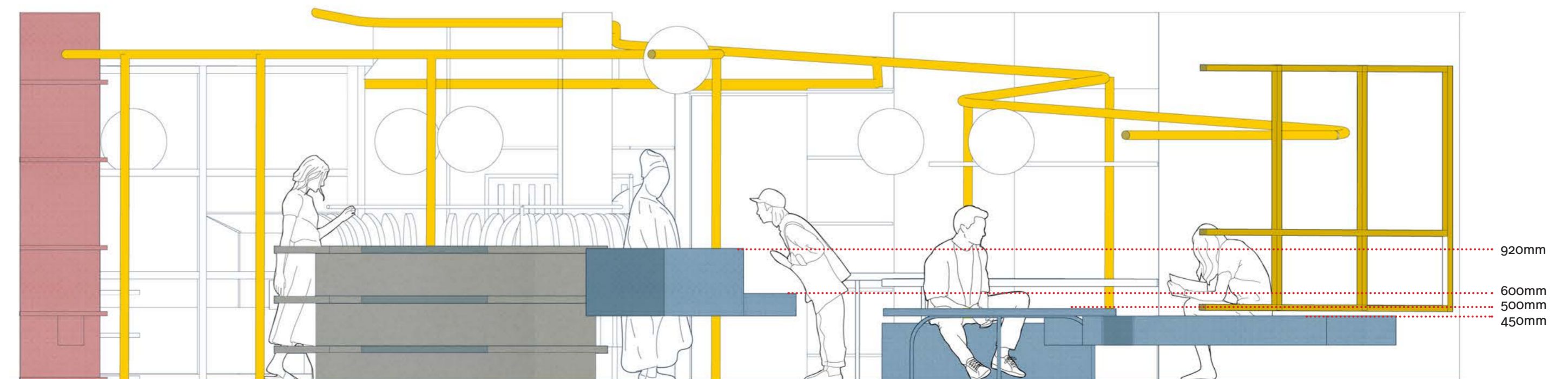


A strong visual pathway that creates an interior shared by the community, shopper and volunteer alike



Material futures: wayfinding is enhanced by the use of regenerative materials that embody the values of Doughnut Economics

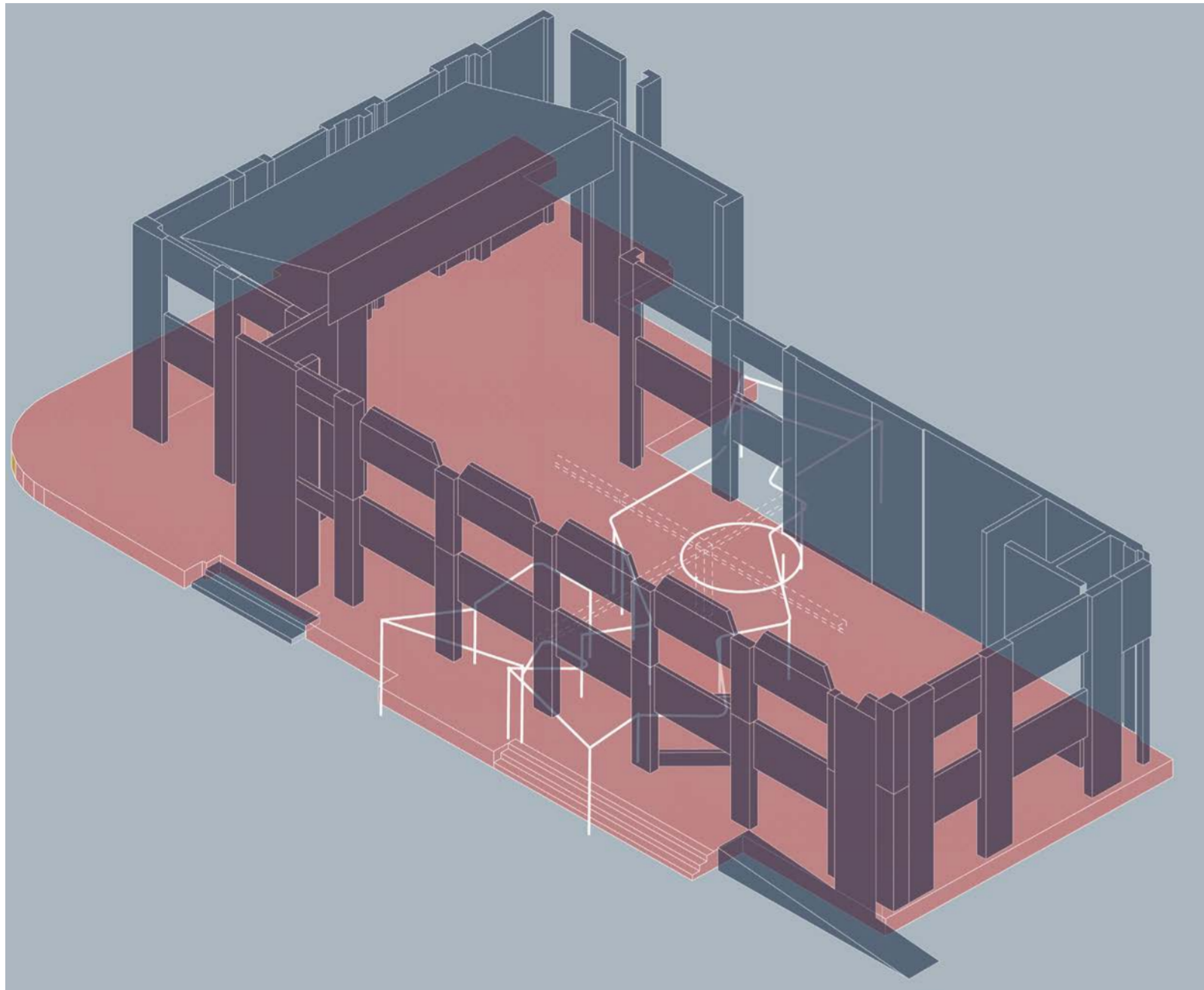
No walls, no worries: the levels in furniture, and the connecting rails, communicate private and public without interrupting social interaction



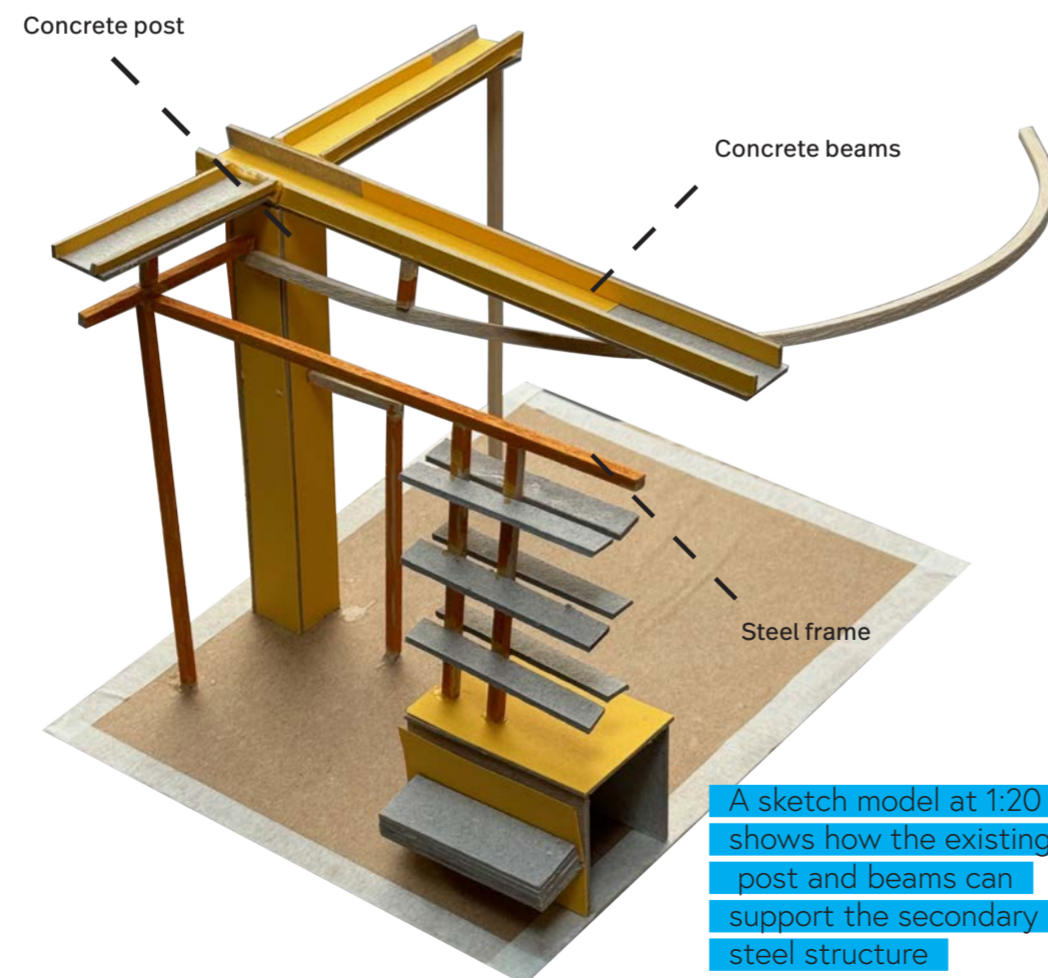
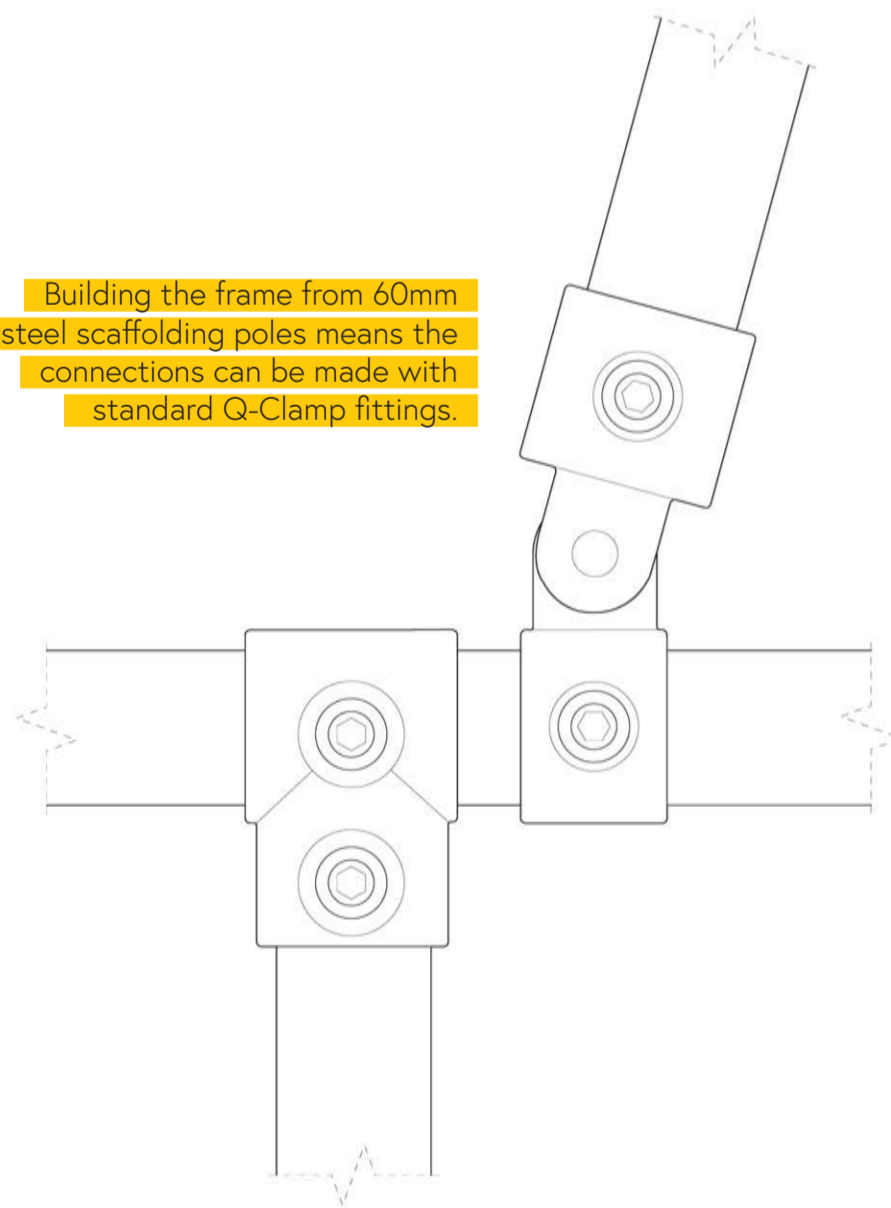
Leave no trace: A design that thinks about the future.
For both the building and the intervention

A demountable steel framework connects interior and exterior spaces, supporting the shop units so architectural elements that serve the functions of a charity shop sit lightly within the primary structure of the existing building.

If the shop changes or moves premises, these elements can be deconstructed and reassembled to adapt to a new use or environment.



Building the frame from 60mm steel scaffolding poles means the connections can be made with standard Q-Clamp fittings.



From exterior to interior, the design celebrates the relationship between the volunteer and the consumer. The entrance has two funnels that lead the gaze to either the customer entrance or the donation window. The importance of both is expressed in equal proportions

