

A PLACE FOR IDENTITY

EXHIBITION OF PAOLA PARONETTO & THE NEW RAW.

A PROJECT WHICH LOOKS AT SUSTAINABILITY, ENERGY USE, RESOURCE DEPLETION, ZERO WASTE WITHIN THE CONTEXT OF PLACE & IDENTITY



LOCATION



CLIENT



PROJECT

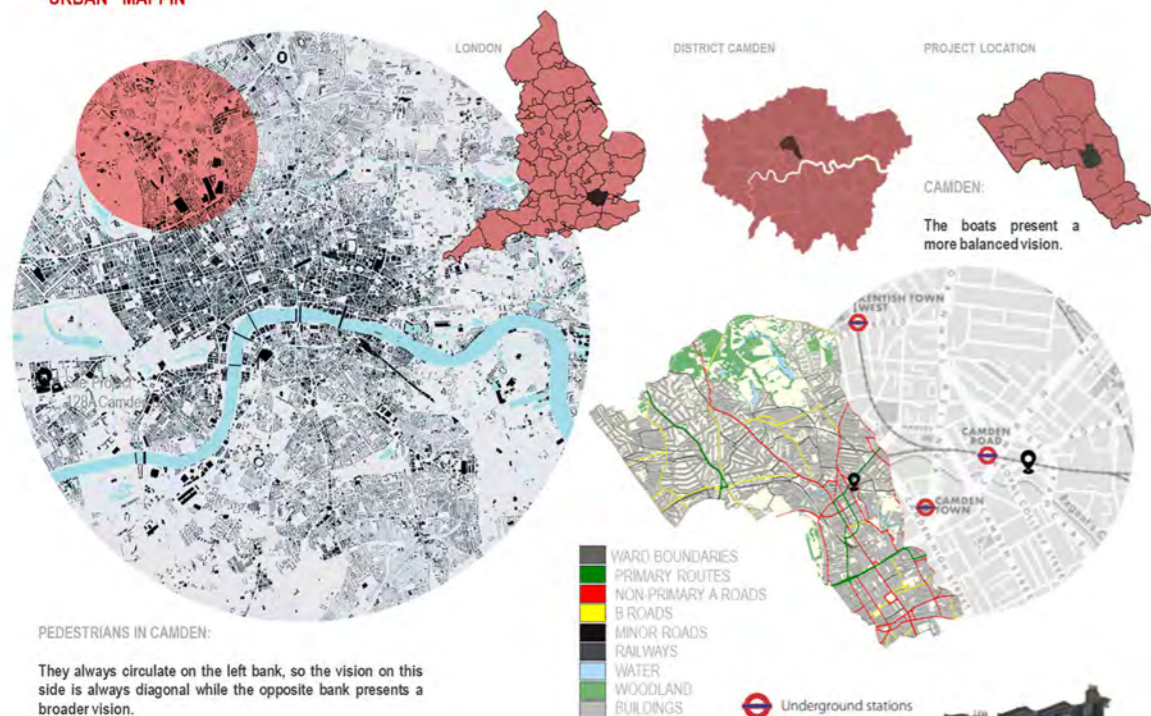
The place where the intervention will take place is currently a **car wash based in Camden** - 128A Camden Rd, London NW1 9EE

selected clients are **The new raw & Paola Paronetto**, who are completely different in techniques, proportions, scale but despite having something in common in which emphasis will be given for the development of this project.

represent and design an **exhibition spaces** for both clients who have very different approaches, producing a variety of works, they all have a common goal both are trying to improve the impact on the environment.

SITE ANALYSIS_

URBAN MAPPIN



PEDESTRIANS IN CAMDEN:

They always circulate on the left bank, so the vision on this side is always diagonal while the opposite bank presents a broader vision.

SITE ANALYSIS_

CONTEXT_



RELATION WITH THE CONTEXT:

Many of the sections are asymmetrical on their sides, that is to say, the building does not have the same heights on both sides, as the selected building presents, it has an old facade which is of ancient heritage and the rest of the building becomes a shed.



CLIENT ANALYSIS_

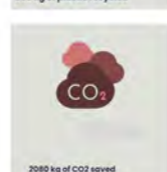
THE NEW RAW_ ENVIRONMENTAL IMPACT



For the furniture of the first Print Your City square, we recycled 800 kilos of plastic waste, which equates to the same amount produced by 3 family households in Greece.



The Zero Waste Lab is equipped with a **robotic arm** and recycling facilities. Citizens can bring their plastic waste, design custom urban furniture and get actively involved in the recycling process. The lab closes the plastic waste loop with advanced technologies at local level.



This project aims to drive the adoption of recycled single-use plastic materials by companies by using 3D printing and molding of plastics to turn these valuable resources into new products that can be reprocessed multiple times.



'Print Your City' explores the concept of applying 3D printing to plastic waste, as a way to re-design urban space. As the name suggests, 'Print your City' is a call for action, rallying citizens to recycle household plastic waste in order to transform it into raw material for public furniture, via a 3D printing process."



CRAFTING PLASTIC WASTE WITH ROBOTS.



CLIENT ANALYSIS_

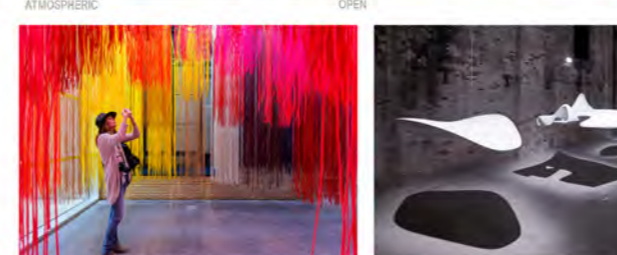
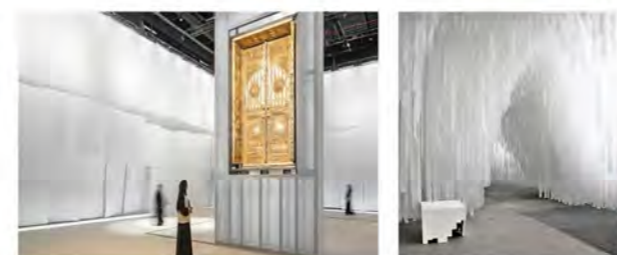
PAOLA PARONETTO_

Her collections range from purely decorative objects, sometimes of considerable size, to everyday objects. All of its pieces are designed for those who love to surround themselves with refined and exclusive objects, individual pieces that reveal the craftsman's skill.

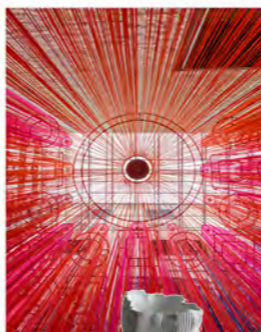
Paola Paronetto's studio is located on the outskirts of her hometown, in a stylish rural area, in a small modern tile-colored house. There he creates his pieces, which are not just utilitarian objects, they border on sculpture.

During more than thirty years of research, he has developed a very personal interpretation of the ancient techniques of working with clay, the multiple expressions of raku and nowadays porcelain and paperclay. Along with the production of design objects destined for the main furniture stores in Italy and abroad, Paola is also concentrating on her own more personal artistic production, aimed at the modern art market. In this sense, he creates pieces with stoneware and porcelain, with wavy, tubular shapes, light and natural colors.

MATERIALS_



KEY WORDS:
As for other general observations of the furniture, it can be seen:
Dominant
Textures
Atmospheric
Open
Angular



KEY WORDS:
In this reference you can see the integration of paperclay to give shape to a decorative element.
Layers
Organic structures
Asymmetrical
Sculptural



DIFFERENCES_

PAOLA PARONETTO_

THE NEW RAW_

MINOR SCALE	MAJOR SCALE
FRAGILE	RESISTANT
DECORATIVE	USE
MANUAL	MACHINE
DEFORMACION	PORTION
DISORDER	EXACTION
VAGUENESS	PRECISION



SIMILARITIES_

PAOLA PARONETTO_

THE NEW RAW_

COLOURS	DYE - TONALITY
ORGANIC	SYSTEMATIC
OPEN	OPEN WITH FUNCTIONALITY
MANUAL TIME	MACHINE TIME
VIBRATION	MOVEMENT
TEXTURE	STRUCTURE
LAYERS	LAYERS

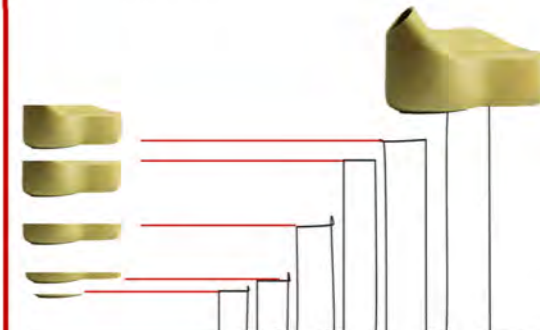
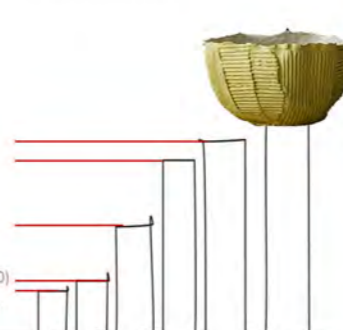


LAYERS_

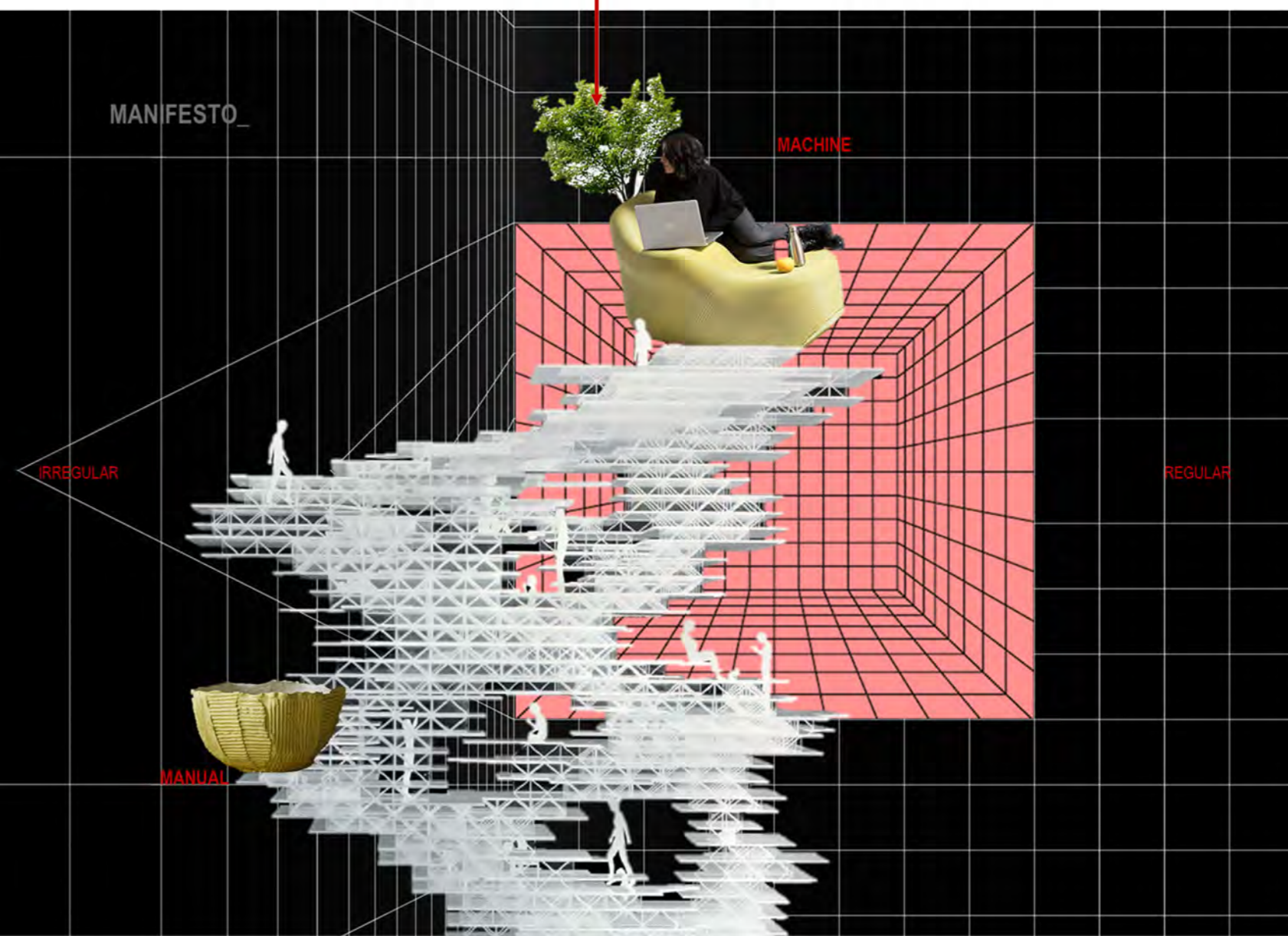
LAYER'S COMBINATION

LAYER UNION

- ADD PAINT
- ADD TEXTURE
- LET DRY
- GIVE THE FORM (MOLD)
- PREPARE PAPERCLAY



MANIFESTO_



RESEARCH

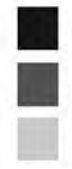
CONCEPT

LAYERS

PROGRESS



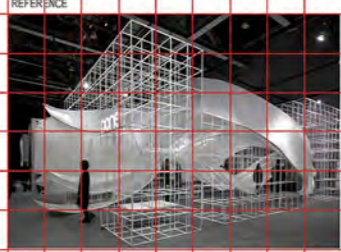
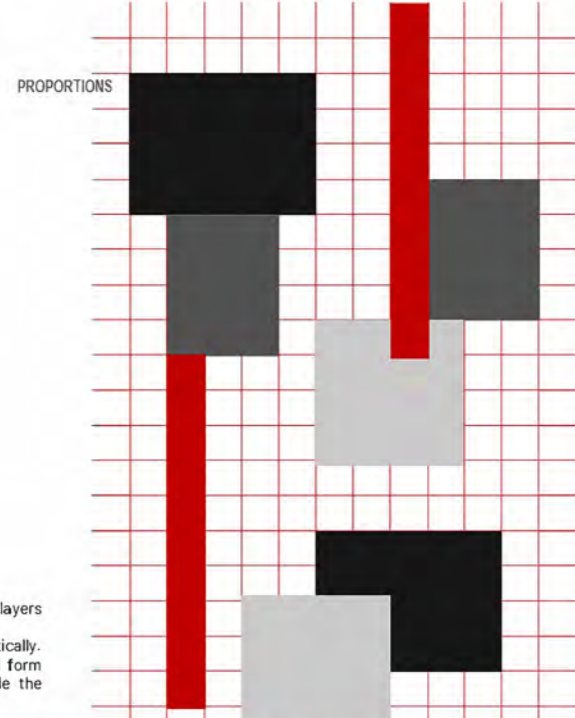
LEVELS



GRID

the project is based on the concept of layers and is divided into a 13 x 21 grid BOTH horizontally and vertically. made up of elements that divide and form both closed and open spaces to guide the user.

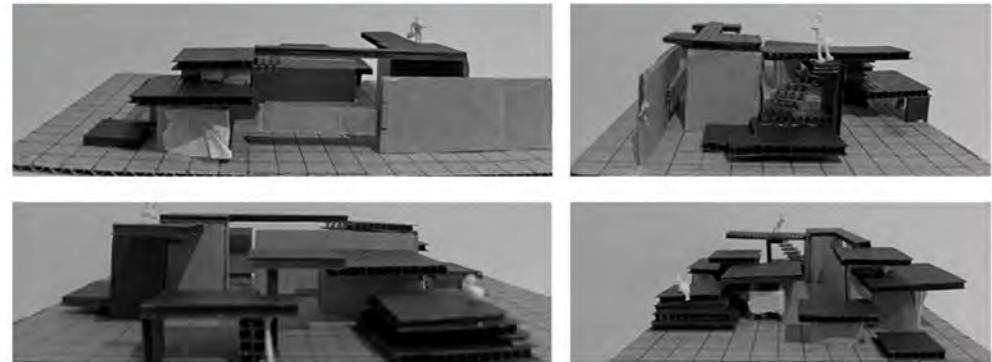
PROPORTIONS



INITIAL ITERATION

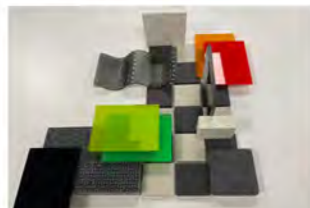
PROCESS

MODEL

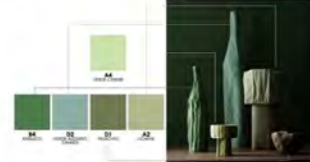


LINK

A grid is defined, both horizontal and vertical, in which the blocks of different heights and widths are built, which have the purpose of linking the work of both artists within the same space, forming an exhibition space.

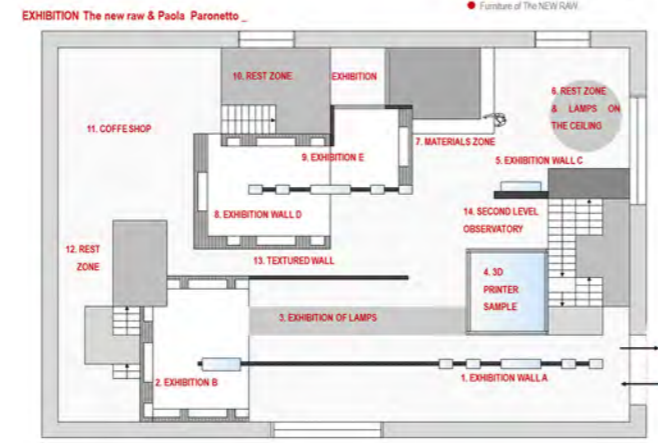


In their exhibitions and sale of articles it is observed that the selection of the color palette influences the perception of the set of elements.

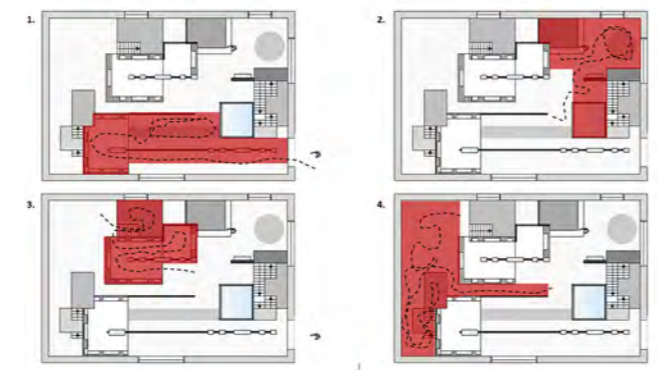


DEVELOPMENT

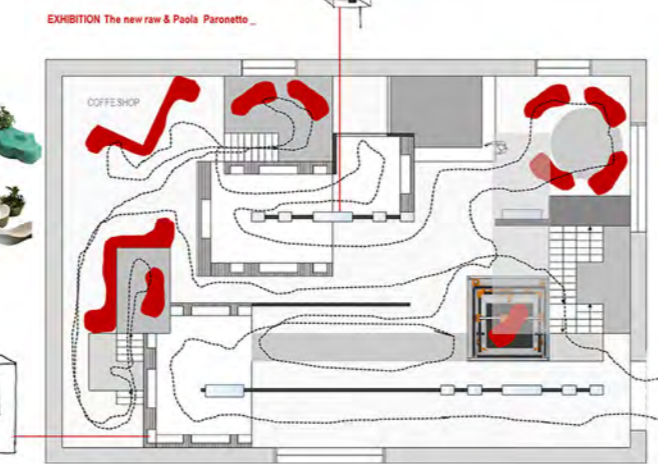
DISTRIBUTION OF SPACES



EXHIBITION The new raw & Paola Paronetto



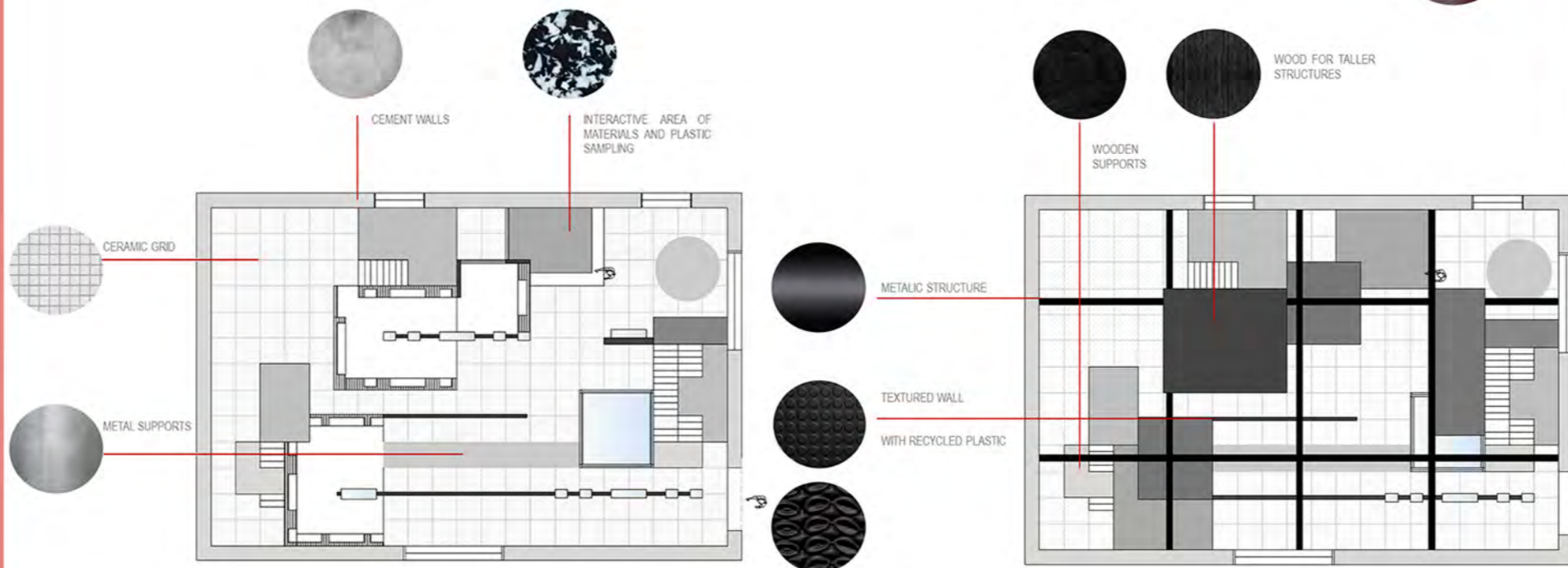
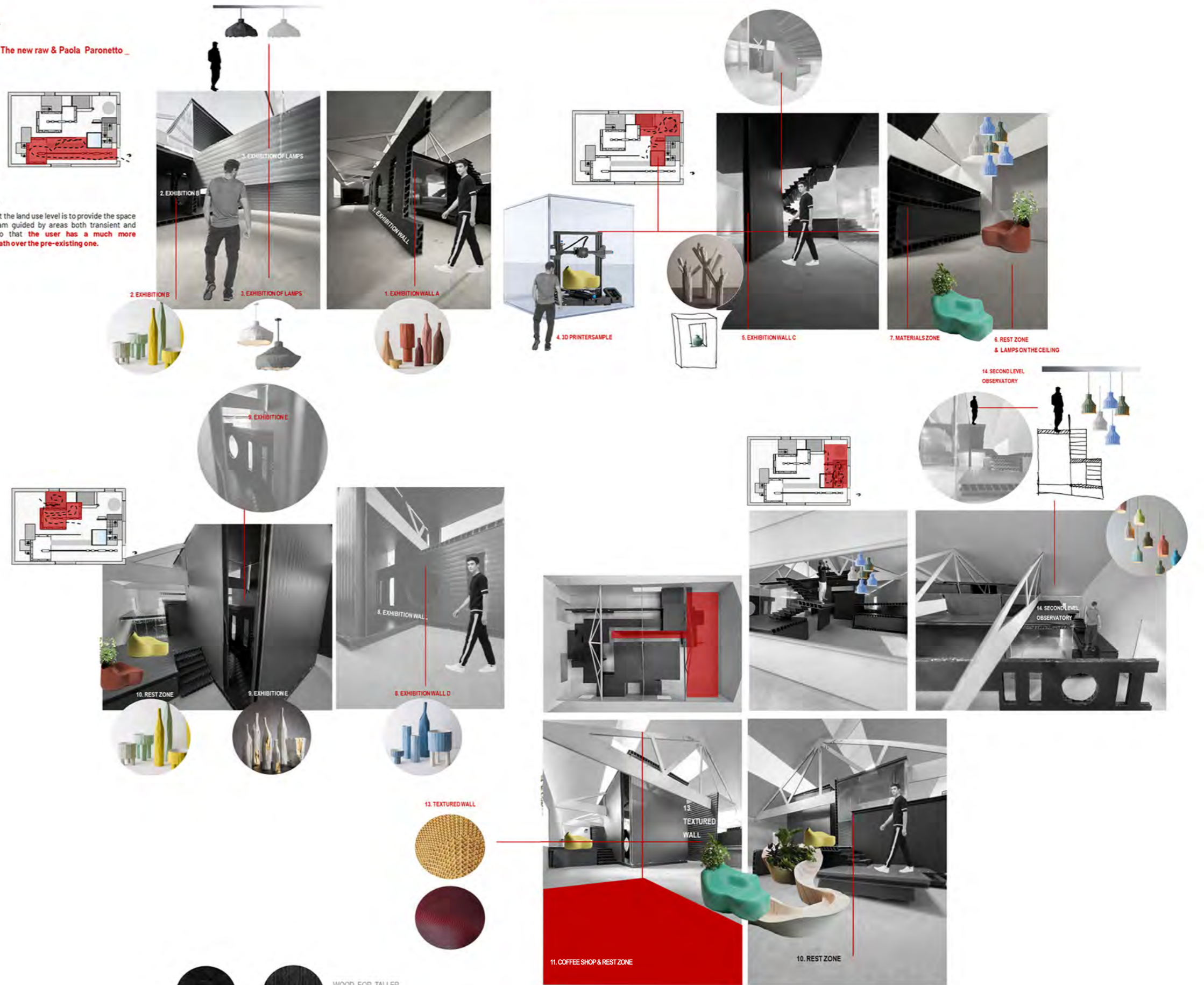
PEOPLE FLOW



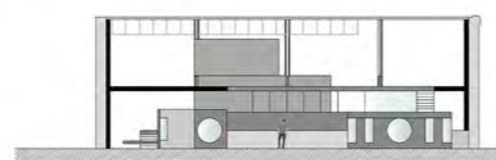
ELEMENTS

EXHIBITION The new raw & Paola Paronetto

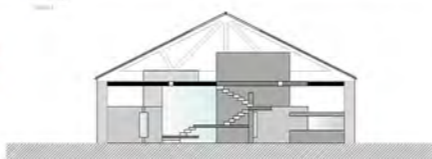
PEOPLE FLOW the purpose at the land use level is to provide the space with a program guided by areas both transient and residential so that the user has a much more explorative path over the pre-existing one.



FINAL DESIGN PROPOSAL SECTION A-A SCALE 1:100



SECTION B-B SCALE 1:100



FINAL DESIGN PROPOSAL THE HERO IMAGE



ELEMENTS

the spatial and material expression of the elements that make up the project grid are decisive in defining the route, rest areas and finishing.