

Precious Plastic



Aligned with Westminster's four guiding themes—Greener, Smarter, Future, and Together—the site should embody innovative and sustainable design, offering a space that attracts, engages, and encourages interaction. It must serve as a forward-thinking, sustainable model for the future, creating an environment that prioritizes both people and the planet.

“Designing for a better world.”

The Client - Precious Plastic

Precious Plastic is an open hardware plastic recycling project and is a type of open source digital commons project. It relies on a series of machines and tools which **grind**, **melt**, and **inject recycled plastic**, allowing for the **creation** of new products out of **recycled plastic** on a small scale.

The store should be a **production site** and **showroom** where they can demonstrate their process and products, as well as **engage the visitors** with recycling, experimenting, and making.



Design Principles:

The design concept should embody the theme of “**A Recyclable World**,” showcasing the **environmental benefits** of recycling while emphasizing the **importance of sustainability**. The space should not only reflect the **principles of recycling** but also integrate these values into every aspect of its structure and functionality. Every element should align with the message, demonstrating a deep respect for the materials being used and produced.

Precious Plastic: A creative solution for sustainable living

This project is promoting sustainable living within Earth's natural limits by exploring the work of Precious Plastic, a global initiative that tackles plastic pollution through creative reuse. The company transforms everyday plastic waste, such as bottles and packaging, into practical, reusable items like containers and household goods. This approach reduces landfill waste, lowers resource consumption, and raises awareness about plastic as a valuable material rather than disposable trash. By showcasing this innovative solution, the project highlights how design, education, and community action can address climate change, resource depletion, and inspire more responsible, circular use of materials.



CONCEPT OF THE SPACE:

The actual problem to deal with in such a busy area as Oxford Circus is for people to focus on the site and analyse it, understand the mission and contribute to recycling.

The concept for this project revolves around using translucent materials to create a visually engaging environment that attracts people and encourages them to explore the space.

The idea is to create a design where visitors can easily absorb information about the site without necessarily having to explore every inch.



The Site - Oxford Street

The site is located on Oxford Street, one of London's busiest and most popular shopping areas, loved by both locals and tourists. Situated between Primark and McDonald's, it's right in the heart of the action, surrounded by vibrant shops and a lively atmosphere that attracts millions of visitors every year.



Potential Visitors



The space should be designed to welcome those who work with Precious Plastic, while also attracting newcomers, both those unfamiliar with recycling and those who know about recycling but are unaware of the Precious Plastic mission. It should inspire individuals to begin recycling and potentially join the cause, offering an engaging environment with design elements that invite people to actively participate in the process of transforming plastic waste into new creations.

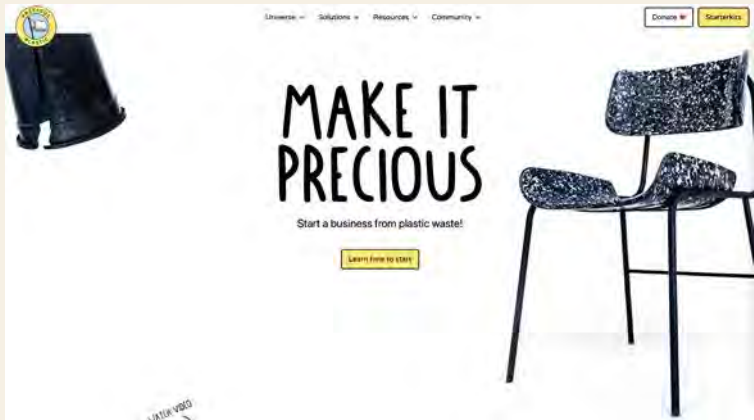
An Inspiration

Doko Bar



Key Features:

- Bold areas, which make them pop-up and attract more attention
- Seen & Unseen areas which makes people engage with the space to discover the whole space.
- Different views, there is a contrast between GF and Upper Floor which creates a contrast between the floors.



Branding

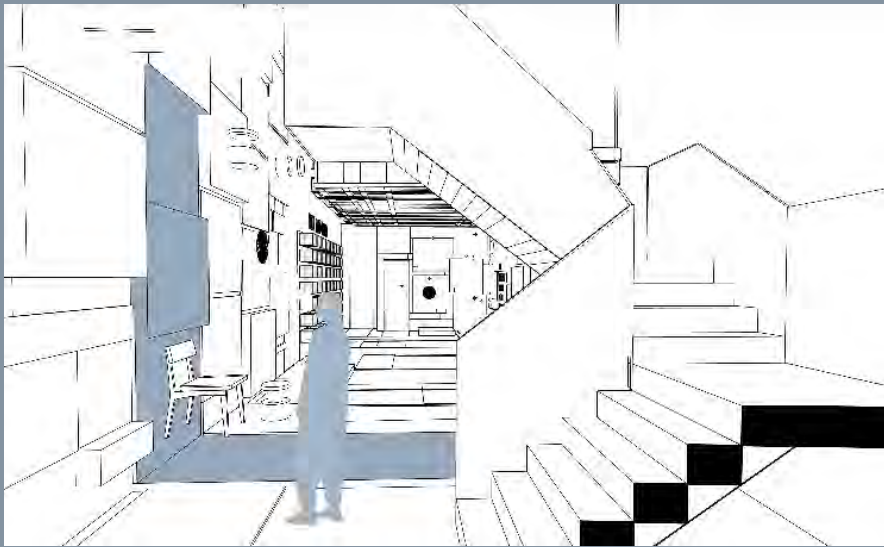
The branding of Precious Plastic is characterized by vibrant colors and playful, bold visuals that reflect a sense of creativity and sustainability. This lively aesthetic helps engage a diverse audience, from activists and artists to everyday consumers, making the topic of plastic recycling more approachable and inspiring.



Playful and fun colours which makes it easy and fun for people to use the website.



The Story of how the space works



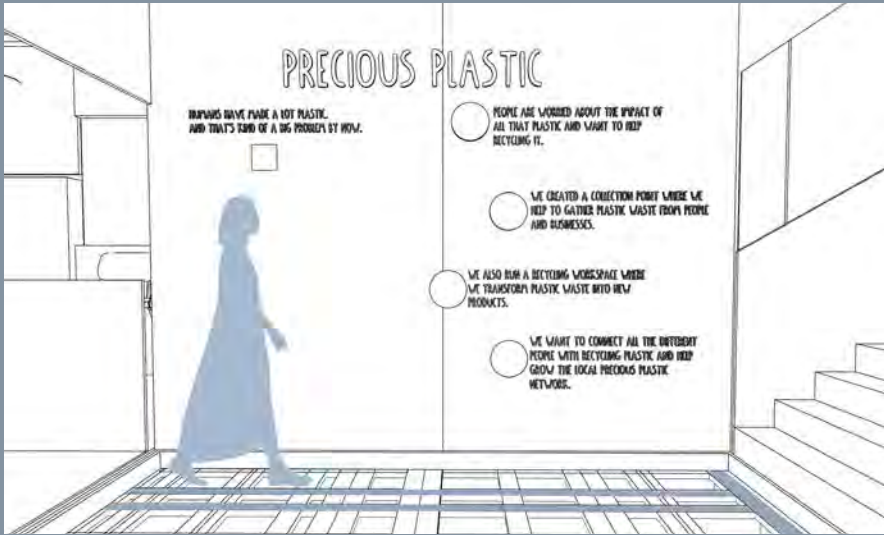
Ground Floor

Display of chairs to give people a visual results of the mission of space



Ground Floor

Pick & Build - pick plastic flakes to create new things



First Floor

Learn about Precious Plastic



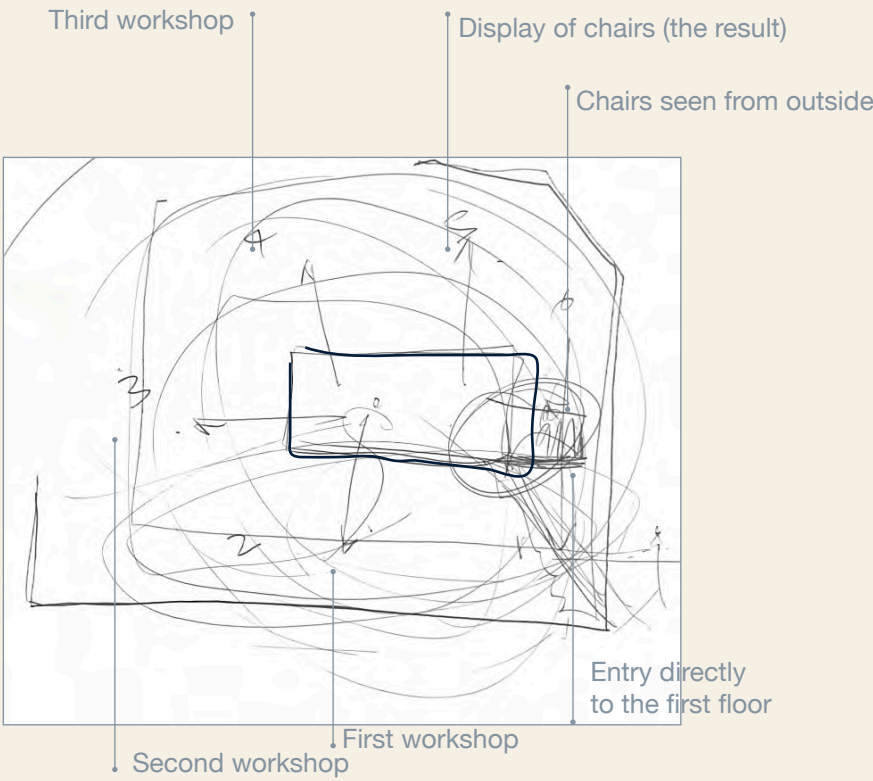
First Floor

Take part in Extrusion machine workshop or visit to see what can be done out of it

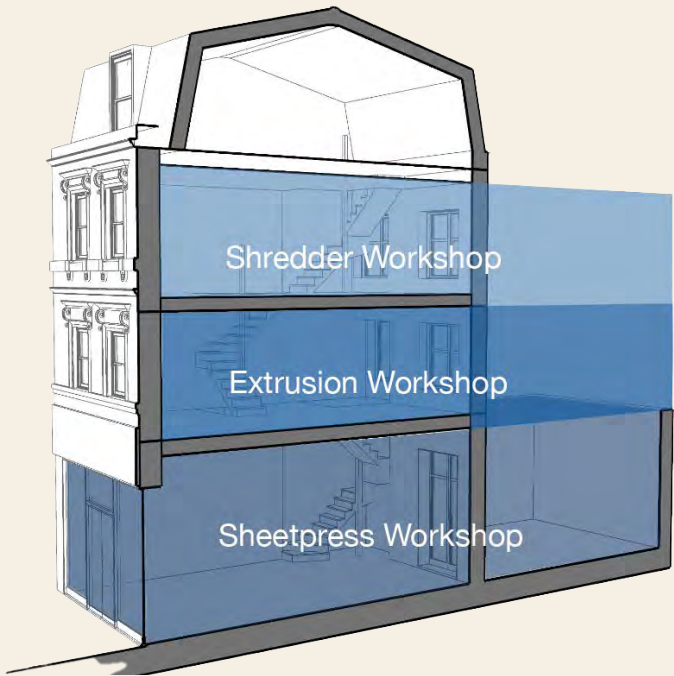
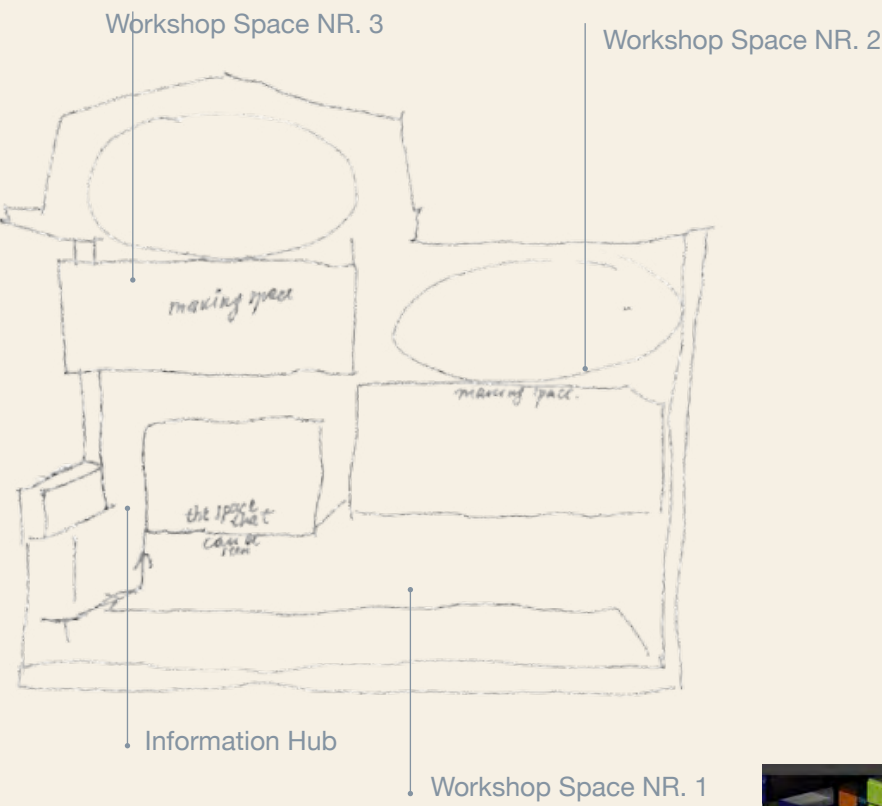


Second Floor

Learn how sheetpress can work and try it out with the flakes picked from Ground Floor



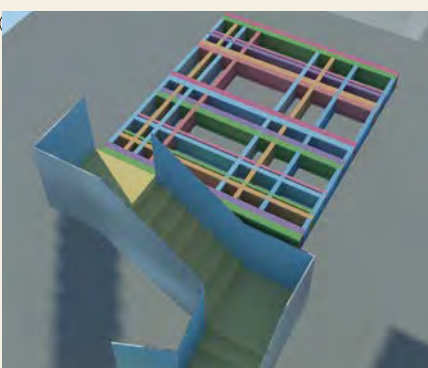
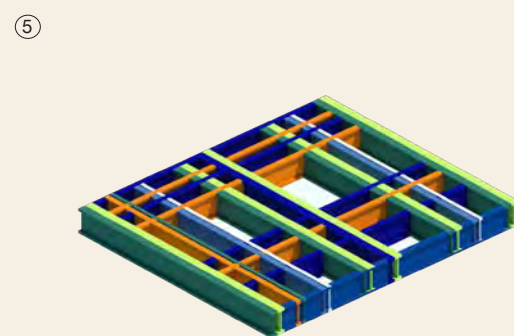
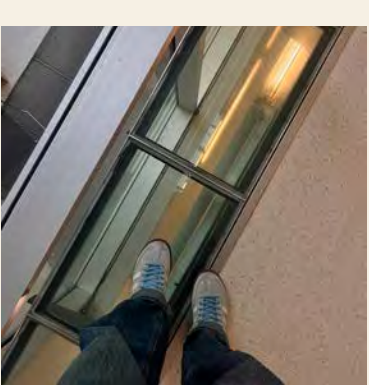
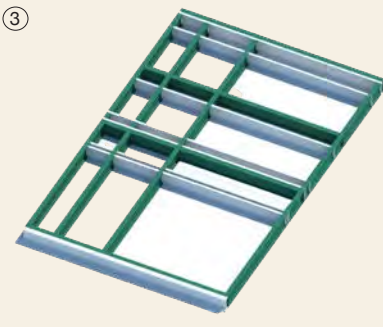
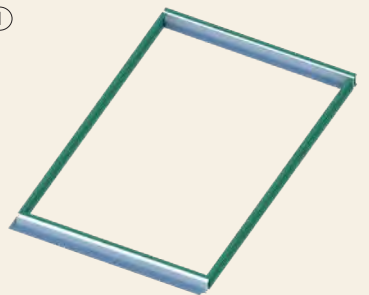
To make people integrate with the process of recycling, the design has to be attracting. Oxford Circus is mostly for tourists, the design has to respond to all categories of people visiting the site, that is why it is considering translucent materials and open areas.



Instead of creating one floor for all machinery, the workshops were divided into 3 different floors, so people have the ability to explore each one individually, so they learn what more is possible to be done with each machine.



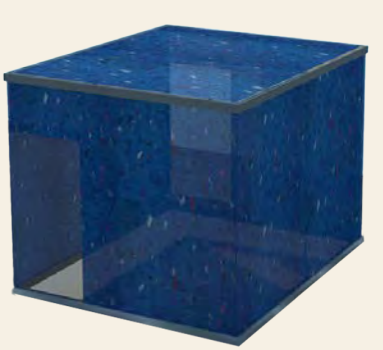
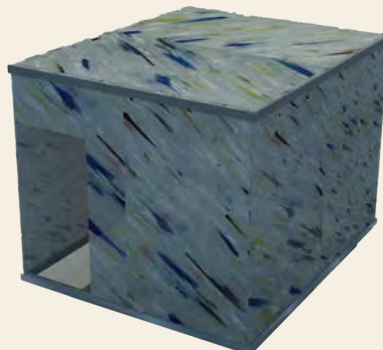
Possible materials for the project which includes translucent materials which are quite light visually, colorful to make it fun and engaging. Some of the materials have a full colour to cover areas which are unknown to people, and other are translucent for areas which are known to them.



The process of creating the floors for each Area. The beams are made out of plastic to represent flakes which are easy to use to create new useful things.



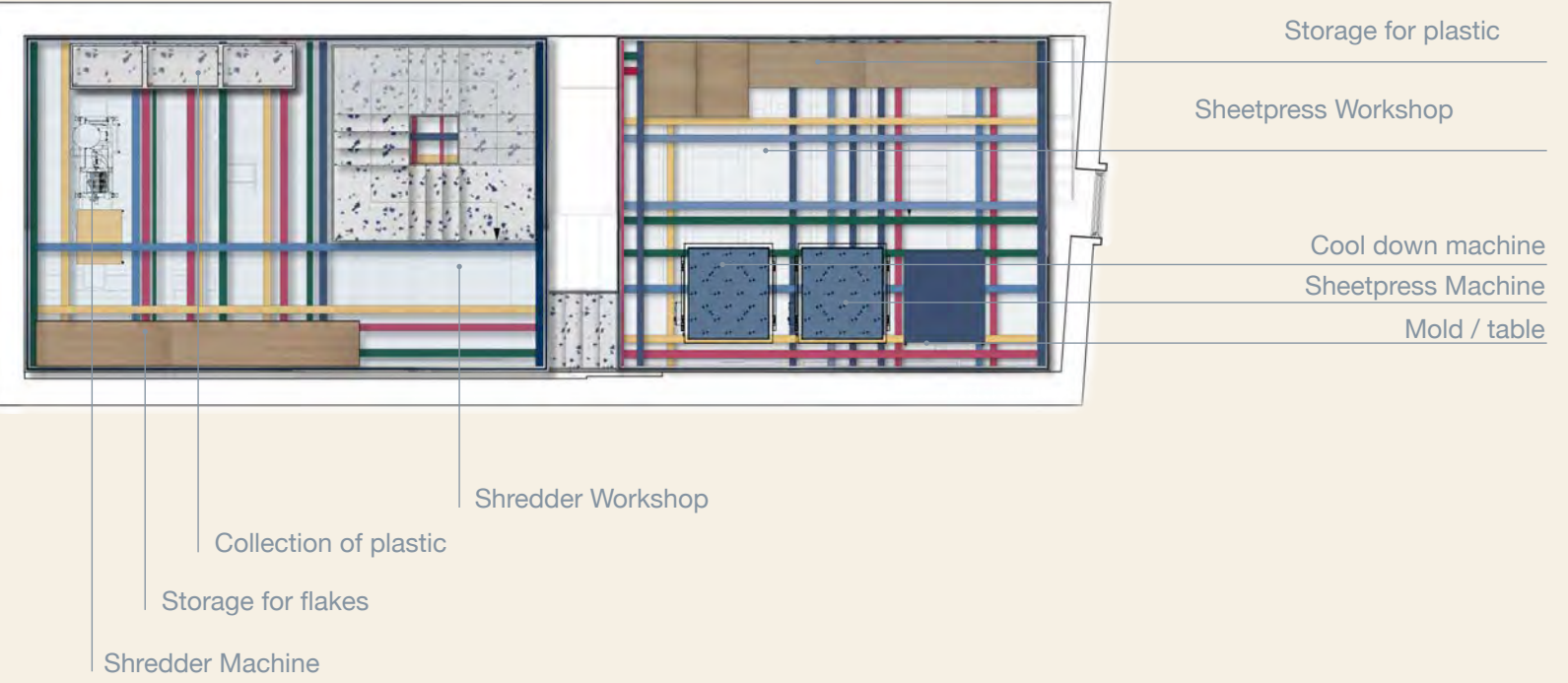
The process of finding the right color palette for Precious Plastic, also incorporating plastic into the display, so people see how plastic can be used.



Exploaration of different colours of recycled plastic to make it engaging for the visitors.

Precious Plastic Store - Oxford Street

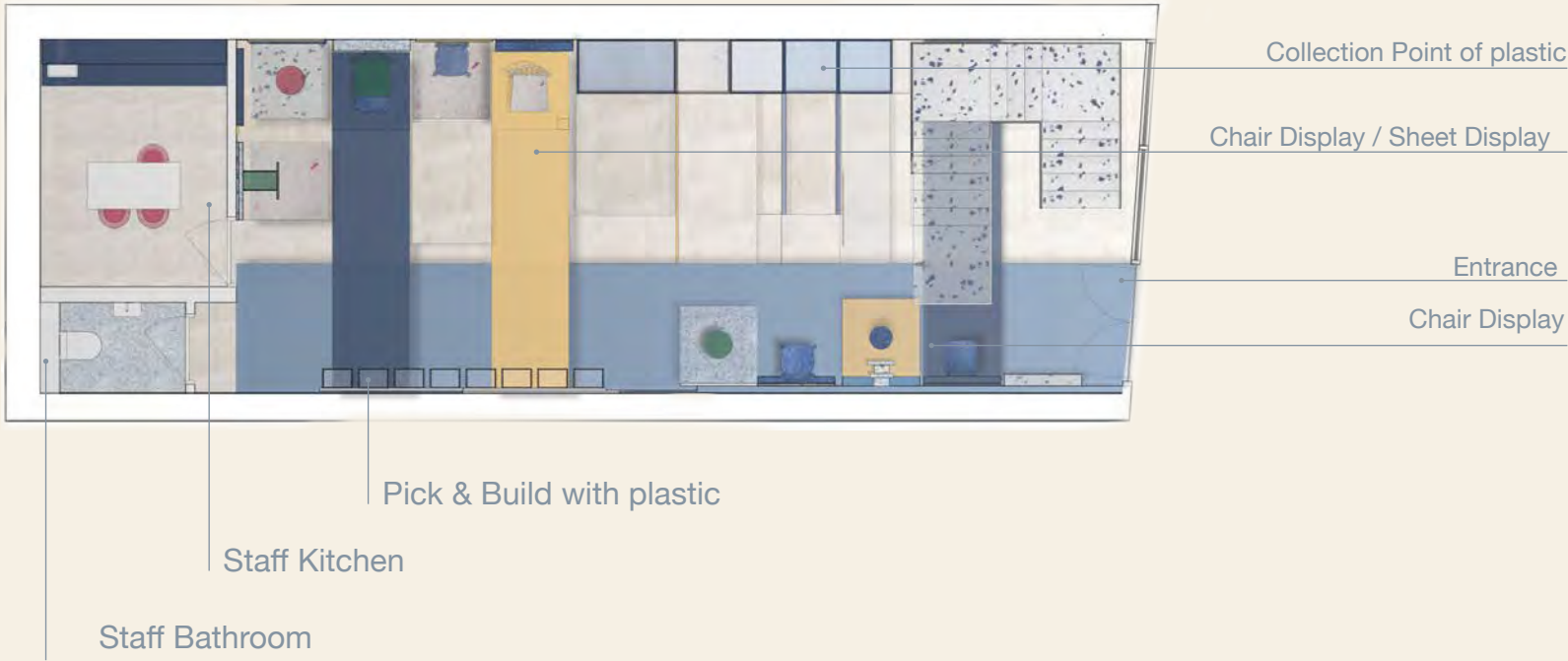
THIRD FLOOR PLAN



SECOND FLOOR PLAN



GROUND FLOOR



Precious Plastic is a store where people can come to buy furniture made out of recycled plastic or take classes to learn how the plastic is being recycled, furthermore contribute to recycling by bringing the plastic to the Store.

In order to make people visit the store, its was designed that at one glance the whole process can be seen. If people enter and they find themselves at Ground Floor, they can see through glass floors what is happening above their head. In case they want to take a closer look they have to go through the Information Hub located at the First Floor, where there is everything about Precious Plastic history.



The facade has a blue color, and a signage of Precious Plastic, it is kept simple so the display of chairs and stairs are the things that pop up first as people are passing by.



Precious Plastic - Interior
Incorporating plastic into every day use

Section AA



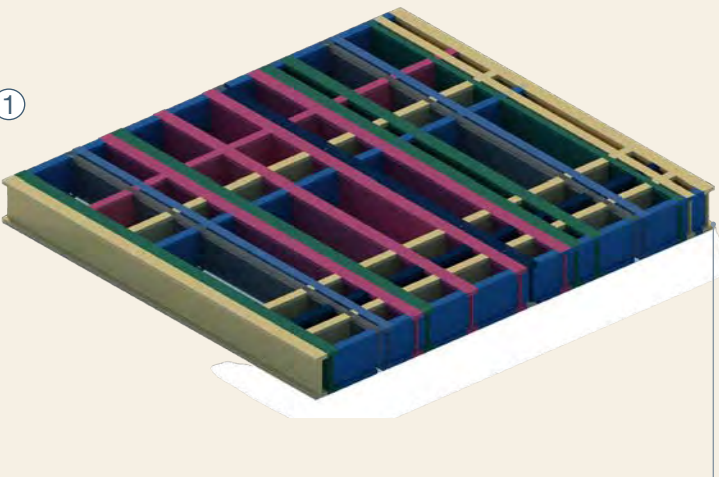
SECTION AA

The space works in a way to show people what can be done out of plastic. From display of chairs, to chairs, stairs, collection point and beams. All of these are meant to demonstrate how waste can be transformed into something useful.



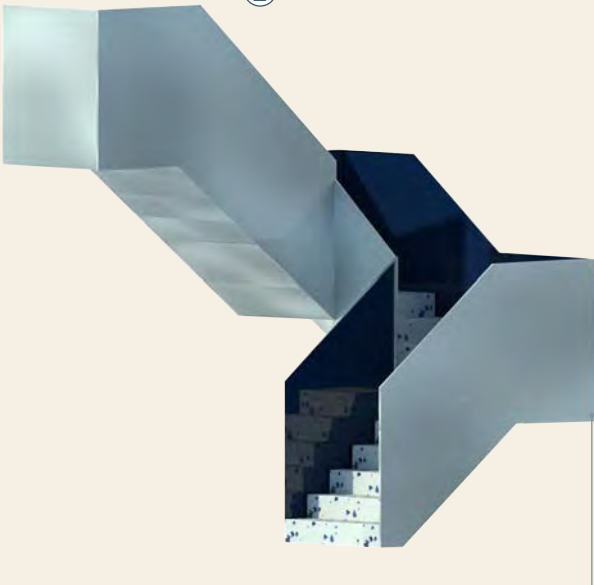
Ground Floor - Chair Display / Collection Point

①



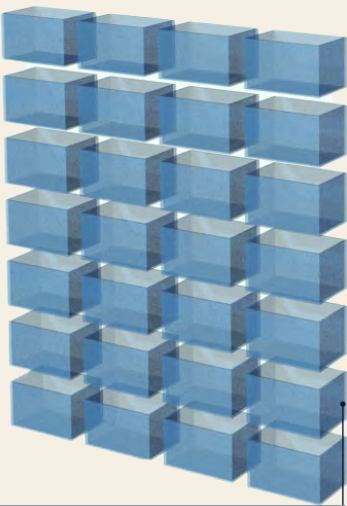
Sustainability:
Plastic beams which shows how plastic can be integrated in the usual day to day life. Also there are metal beams to support the structure.

②



Sustainability:
Floating stairs, with metal handrail and plastic sheets covered on top of the stairs

③



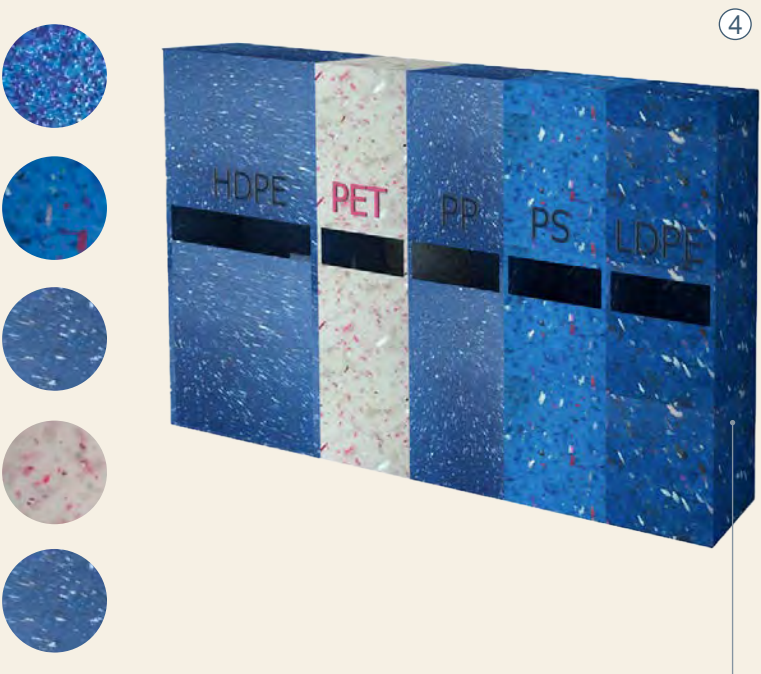
Sustainability:
Pick & Build made out of see through recycled plastic to engage people with recycling process.

People can scan the QR-code to find the products



Chair Display - Ground Floor

④



Sustainability:
Collection Point made out of recycled plastic sheets.



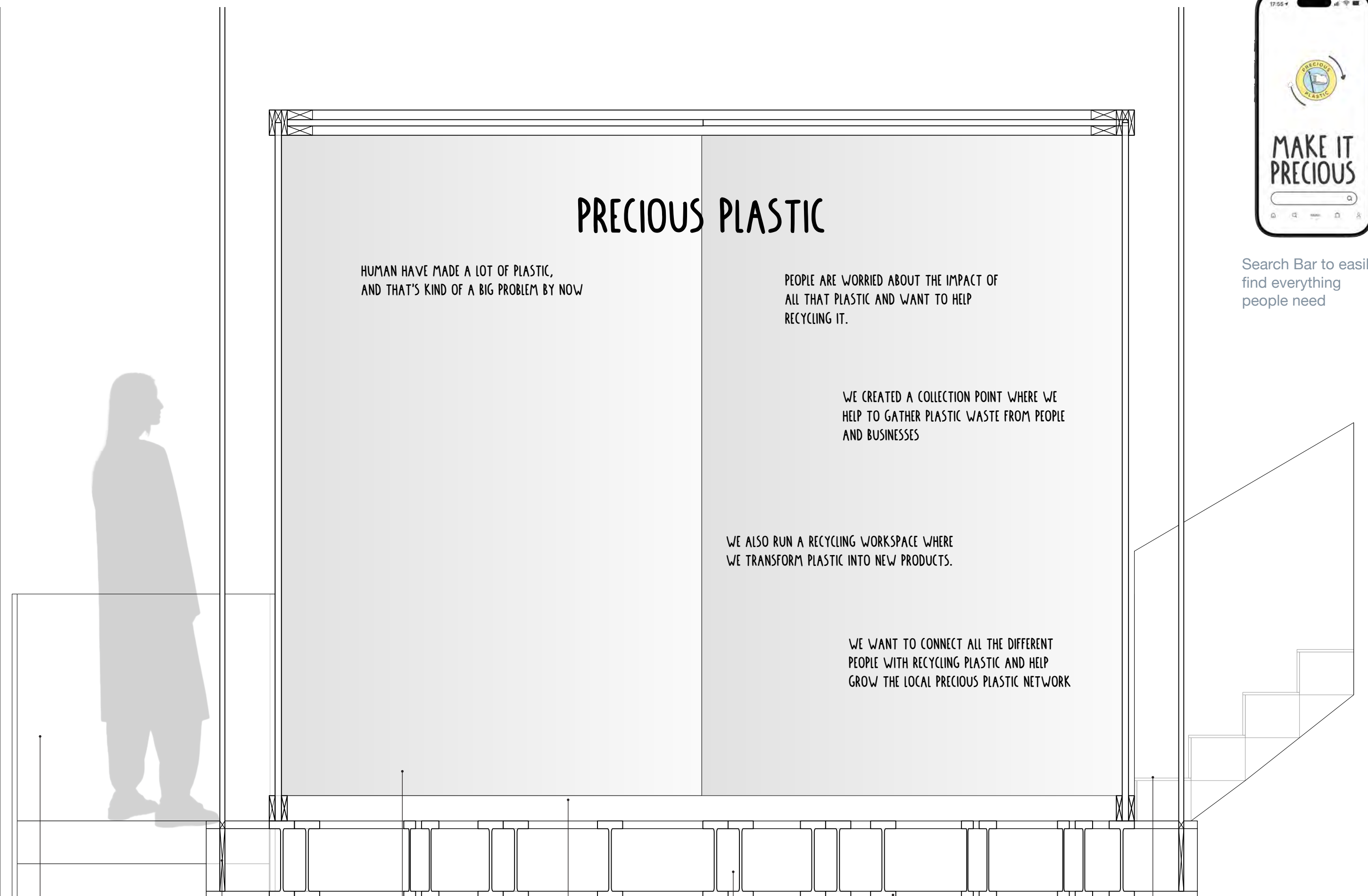
Sheetpress Workshop



Information Hub



Sheetpress Workshop



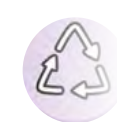
Search Bar to easily find everything people need



MEMBER



WORKSPACE



COLECTION POINT



COMMUNITY POINT

Creating an information hub to let people know about Precious Plastic and show them the workshops. They can also see the chairs display, the result of recycling plastic.



The view of the second display of chairs ican be seen from this floor

Metal Balustrade

Function: Works as a balustrade for stairs
Size: 20mm Thick
Colour: Stainless Steel Color
Company:

Steel rods

Function: To hold the whole structure
Size: 20mm thickness
Stainless Steel
Company: Thereclaimedcompany.co.uk

Acrylic Panels

Function: To create the translucent effect als more sustainable than glass
Size: 25mm thickness x L 2620mm X W1600mm
Colour: RAL 5003
Company: sheetplastic.co.uk

Metal Frame

Function: to support the acrylic panels
Size: 120mm H x 3400mm L x 3000mm W
Colour: Stainless Steel
Company: Dciron.co.uk

Metal Beams

Function: To support the whole floor
Size: 250mm H x 150mm W (Flange Width)
Colour: Matching to Precious Plastic Colour
RAL: 5003 Blue
Company:Themet-

Plastic beams

Function: to match the theme of Precious Plastic & show what is possible to do from plastic
Size: 250mm H x 150mm W
Colours:
Yellow: RAL 1003
Pink: RAL 4010
Green: RAL 6009
Blue: RAL 5004
Blue 1: RAL 5001
Company: Precious Plastic

Plastic Sheets

Function: Covers the stairs on top and bottom
Size: 20mm Thick
Colour: Mix of recycled plastic/ Precious Plastic sheet can be used also.
Company: Plasticiet/ Precious Plastic
Company: Made to

Top view from Second Floor

