

DESIGN FOR THE PEOPLE

With a heavy reliance on a technologically focused society afoot, design strategy looks fondly on **in-person gathering**, utilising the luxury brand's ethos as **'icebreakers'** between strangers, customers and tourists. Seen primarily through **curated workshops** and **conversationally centred events**, outcome favours both clients, using **collaboration** as a leading strategy to **spark societal change**

With a primary focus on tackling loneliness in both Gen Z and the older generation, due to the reliance on social media and lack of adequate support for those in need, this project repurposes an existing site situated on the well-known Oxford Street and imagines a creative partnership between an established brand and a non-profit organisation. **Intended to be a purposefully social space of connection and belonging, design schemes strive to intertwine traditional and contemporary themes that create talking points between unlikely friends; a type of future hybrid. With conversation often shared freely over food and new ideas brought to the table, designs shall aim to look fondly on face to face meet ups and share the value new connections can have on 21st century communities.**



GR
Floor

L1

L2

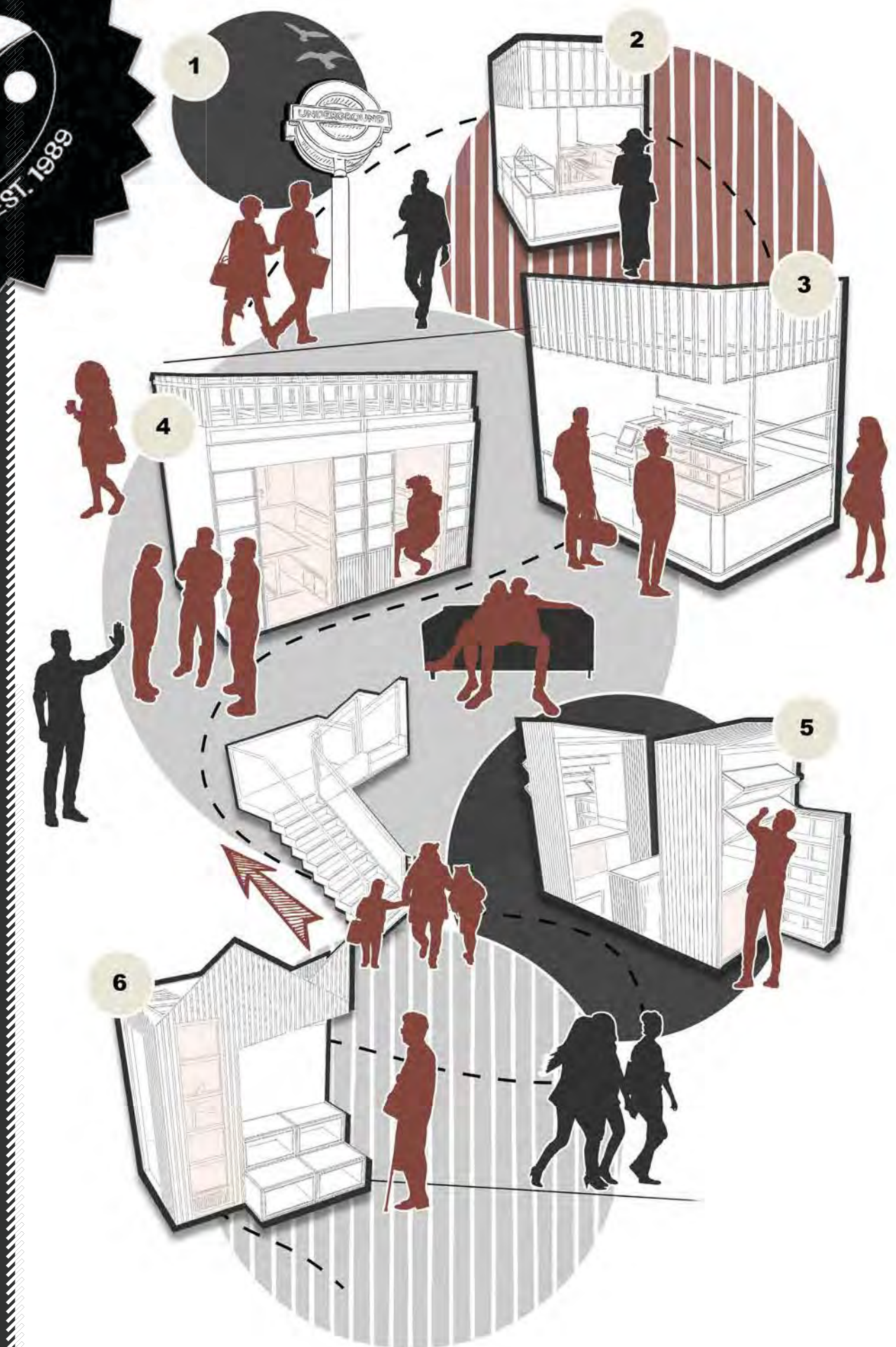
Get a behind the scenes look at Donutelier's renowned patisserie and its authentic roots seen at the front of house 'visual theatre', grab a drink, eat-in or get a pastry to-go, take a seat and get immersed in a **shared sense of community and social belonging**

Take a seat for a quick bite to eat, or hourly chats over a brew, join our Chatty Café sessions at 4:30pm on Thursday afternoons and **meet with likeminded individuals inspiring social change**, lets help reduce loneliness **together!**

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Customer Journey

Overview of key features and pivotal talking points



Activity Mapping

Outline of day to day happenings

- 1- Visitors and commuters begin to arrive in the area via the adjacent Tottenham Court Road station, drawn in by a characterful blend between traditional and contemporary sectors and keen to experience a mixture of history, culture and heritage.
- 2- As the day moves forward commuters and tired shoppers drop-by for well-earned refreshments, enticed on site by live decoration demonstrations seen through the façade at the 'visual theatre', with the brand keen to 'show and not tell' to prove authenticity and build connection.
- 3- Once inside subtle encouragement from the 'visual theatre' invites visitors to linger, confectionery can be viewed within the main display case at the front of the counter, always on a path of flavour rotation, newcomers are motivated to return time and time again.
- 4- During normal retail hours the site becomes a hive of activity, with a multitude of varying seating zones catering to a wide variety of individuals. Every Thursday at 4:30pm Chatty Café Sessions take over for their hourly chats, open to all, private conversation boxes cater to times of more reserved company, flexible in outlook to accommodate both close-knit and community gatherings depending on routine.
- 5- Located on the second floor the transitional workshop hub comes alive primarily each Sunday, carefully timed between the pre-show window at 5-6pm, Gen Z and older generations are invited to attend 'ice breaker' workshops intended to familiarise individuals from all walks of life, with a sole aim of sharing conversation over shared interest.
- 6- Characterized by its flexible nature, the community events hub awaits conversation. Ideal for Chatty Café's close-knit face-to-face meetups or smaller gatherings during weekend workshops. On its façade stackable blocks allow popular events to remain inclusive ensuring a multitude of social experiences can run simultaneously. With events no an everyday occurrence, the second floor remains open throughout the week, allowing regulars and locality to explore and make use of the entire site at any given time.

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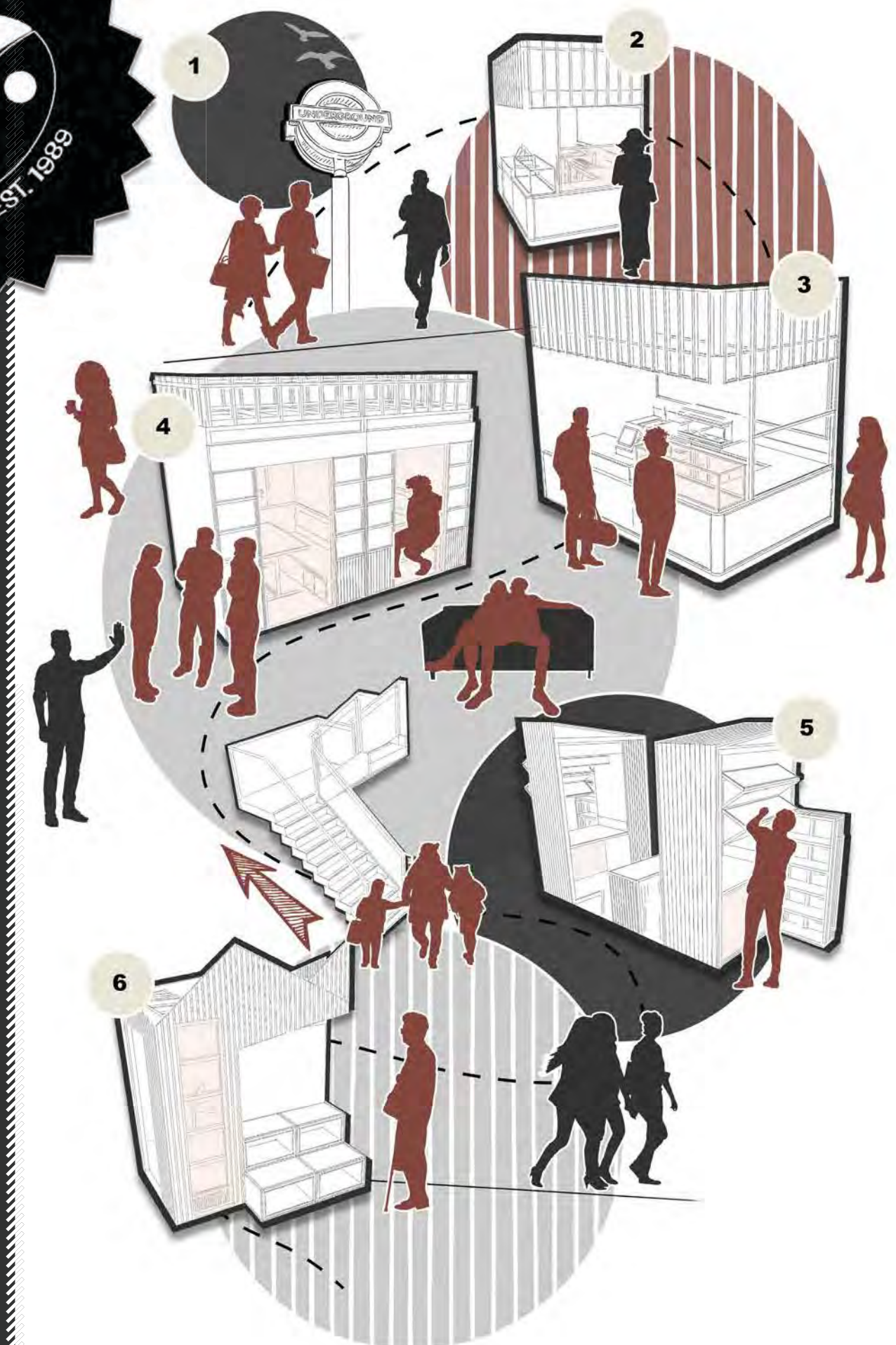
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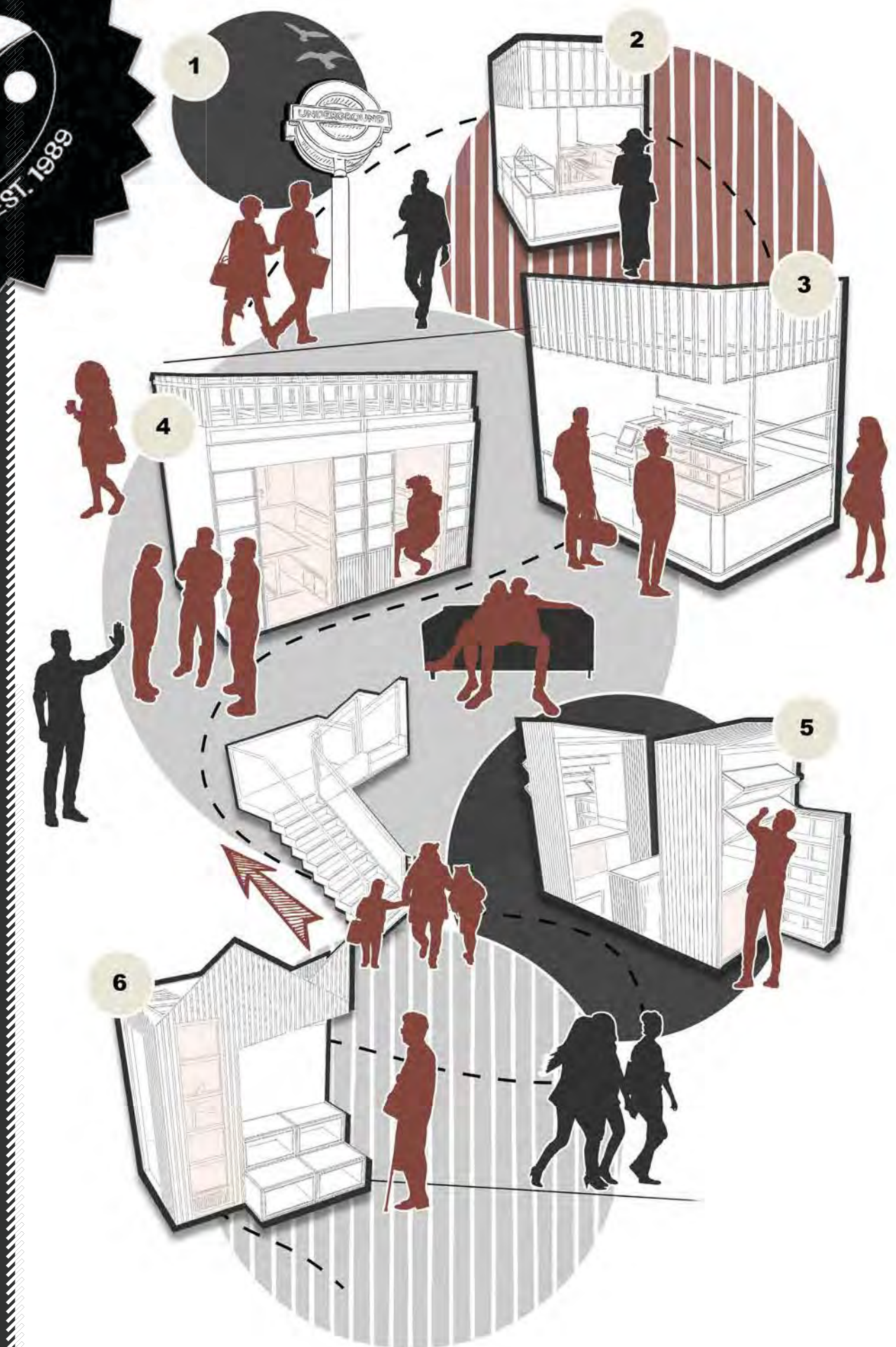
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Client overview

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Striving to establish their name through the eyes of the surrounding community, The Chatty Café Scheme propose carefully curated drop-in sessions that strive to ease the strain on the growing nature of the loneliness epidemic; and its wearing impact on society's oldest and emerging generations. As a place of inclusivity and support collaborations are encouraged through volunteer venues and individual meet-ups hosted by a dedicated, close-knit team of trained volunteers and like-minded individuals; all rallying the same cause. With spontaneity a given, widespread outreach has begun seeing a positive impact emerge with ambassadors stating 'its not about being the hero but rather sharing your platform to inspire social change' and re-establish a true sense of belonging.



Adaptive Reuse

Overview of proposed site- 12 Oxford Street

GREENER
SMARTER
FUTURE
TOGETHER



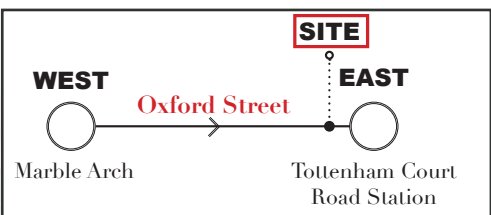
Situated in the heart of the capital, the proposed site sets its grounds along the eastern side of Oxford Street, in close quarters with the well-connected Tottenham Court Road Station. Maintaining its 'golden status' amongst global shopping destinations, thanks to a characterful blend between traditional and contemporary sectors, London's west end sees millions of visitors each year, flocking to experience a mixture of history, culture and heritage. With both neighbouring locality and international scope heading the charge, the property's sought-after location is likely to work to its advantage, creating a characterful fusion that becomes a 'home from home' hive of conversation and community connection. Looking to re-invent and regenerate existing strategies through a Greener, Smarter, Future, Together approach, Westminster's key initiatives celebrate past and present, valuing a need to preserve yet grow in order to cater to future generations and communities. With the surrounding area lacking in any type of similar venue style new proposals are likely to be a breath of fresh air for locality and tourists alike, with its sole aim to familiarise older and emerging generations and reduce the strain on the loneliness epidemic.

SITE

Tottenham Court Road Station

Primark

The flying Horse Pub
McDonald's



About the concept

Conceptual exploration & Key themes

Terms marked in red are shared by both brands



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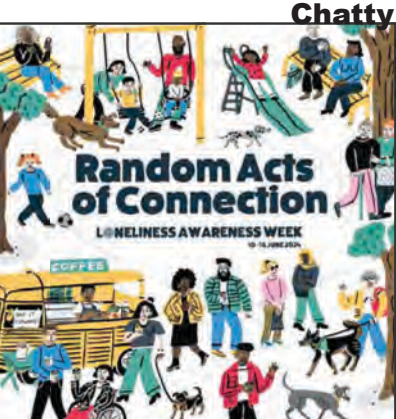


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Key Conceptual Terms

- Refined
- Coherent
- Authentic



Key Conceptual Terms

- Spontaneous
- Authentic
- Belonging

A creative partnership between Donutelier & Chatty Café that explores a mediation between refinement and spontaneity titled **'ROUGH LUXURY'**

Despite each approach being vastly different in identity (seen above) both individual brands were keen to share an authentic representation, conceptual strategy explored how authenticity could potentially kickstart a pleasant balance between refinement and spontaneity. In this case such opposition has been showcased through regular and irregular geometry, refinement through regularity and spontaneity through irregularity to reach an overall conceptual phase titled **'ROUGH LUXURY'**.

Potential Visitors-

Customers/The Public



With the site likely to feature a hospitality space fusion, expectation for regular customers and passing footfall is likely and a vital consideration in maintaining future brand identity and company success.

Gen Z



With social media often dictating the lives of the younger generation, meaningful face-to-face interaction often falls short, spaces that encourage no-phone zones could be beneficial in seeing a rise in valued connections and community spirit.

Over 75s



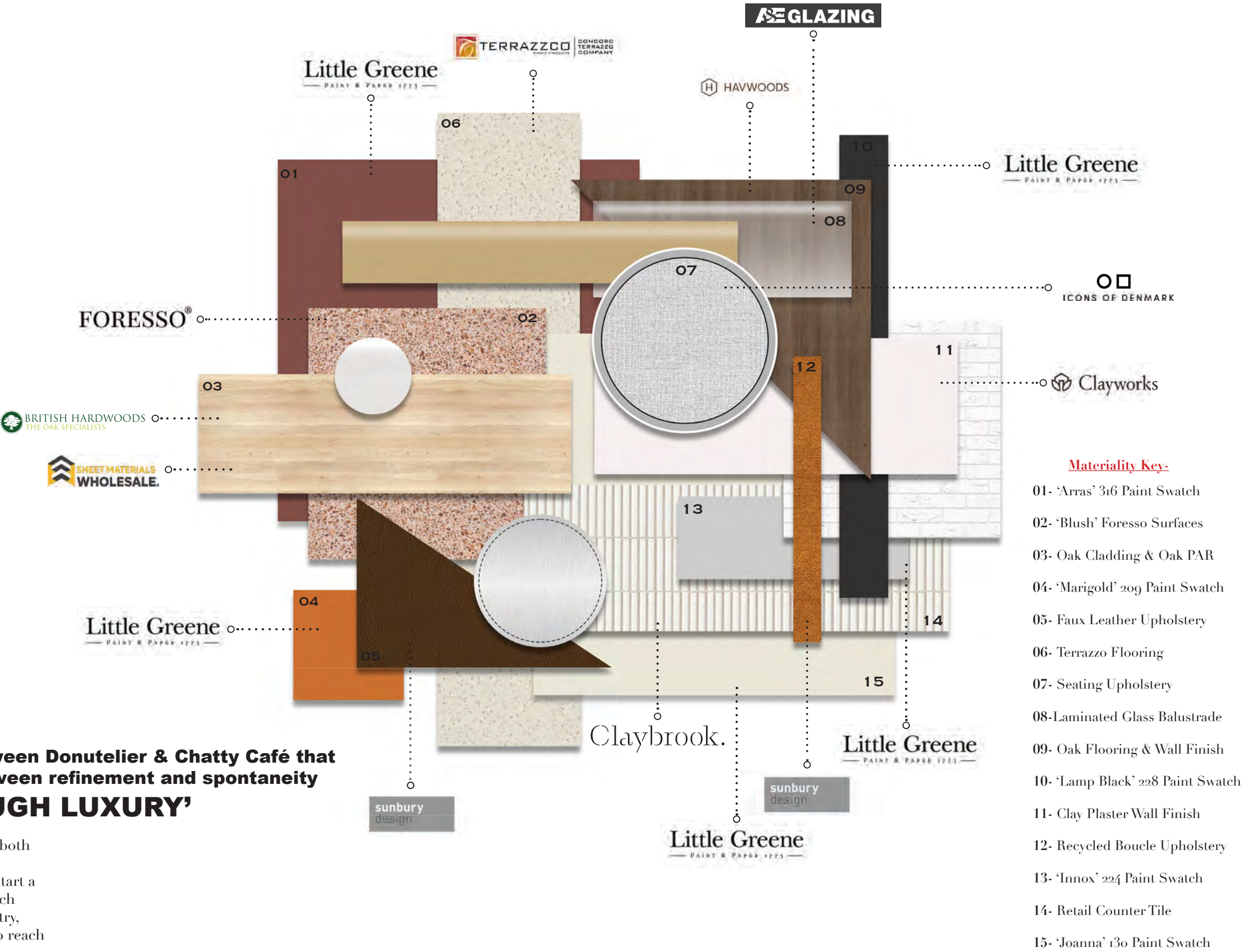
With over 75s often seen as lonely due to bereavement and loss of mobility, spaces that prioritize meaningful in-person interaction are likely to encourage engagement and provide motivation to get-up and move.

Event Leaders & Volunteers



With an established brand already doing the leg work in attracting outsider scope, collaborations with events organisers look to break the ice and familiarise individuals with one another from all walks of life, often sharing conversation over common interest.

Materiality & Resource Overview



Sustainability Credentials & Surface Benefits-

Little Greene01/04/10/13/15: Hand-crafted in the UK, with a water-based finish making disposal and application safe and with reduced chemical exposure. Paint is certified against the European environmental standard. Virtually zero VOCs and made in partnership with the National Trust Association. Selected in an Intelligent eggshell finish to maximise longevity and limit upkeep in a highly frequented, well-visited venue.

Forezzo02: Handmade in the UK primarily from waste wood sourced from trees felled in Britain. Composed from 65% waste material and an 18mm plywood substrate, with natural additives including mineral powders and non-toxic binders that add reliance and durability. Suitable for both residential and commercial applications and made to order to avoid excessive waste and off-cuts. Materials and supply is 100% recycled and sourced from an average travel distance of 43 miles, all on-site power is generated by solar re-new able energy sources.

Light wood Solid Oak03: Hand-crafted and manufactured locally in Yorkshire, primarily promoting ethically and sustainably sourced timber. All sourcing is vetted and only attained through timber merchants with a PEFC or FSC certification. On site power is supplied by an eco-generator fed by wasted material, making the company entirely self-sufficient, achieving a zero net gain in CO2 avoiding any fossil fuel consumption.

Light wood Oak Veneer03: UK based company, FSC certified offering buy-in bulk to reduce packaging and transport emissions. Veneer is highly environmentally friendly due to its limited wood usage per sheet, one single log of timber can produce volumes more veneer by comparison to its solid wood alternative.

Faux Leather Upholstery05: Vegan accredited, REACH compliant, phthalate free, halogen and PFC free leather upholstery made using zero harmful substances. Ideal for contract venues with a guarantee that is extremely hardwearing and resistant, fire retardant, waterproof and anti microbial; manufactured to Oeko-Tex Standard. An authentic replica without the ecological impact.

Terrazzo Flooring06: Manufactured using recycled and repurposed materials, primarily zero VOCs and bacteria resistant flooring, ideal for hospitality bound interiors. Quote required to enquire to ensure limited waste, longevity guarantee that is ideal for heavy footfall. Offering one-stop shop, reducing emissions. Able to be recycled at the end of its long lifespan.

Dark wood Solid Oak09: FSC and PEFC accredited, finished in a UV oil that is highly resistant and durable. UV oil finish avoids a need for chemical curing as well as being low VOC and forged from plant-based origins.

Clay Plaster11: Manufactured locally in Cornwall, recognised by several awards for its efforts in sustainability and ecological respect. Natural clay plasters have low embodied carbon and no plastic or metal packaging and do not require a paint finish. Non-toxic, low VOCs with a durable with 60 year lifespan. Additional benefits include a repairable, compostable and breathable structure.

Recycled Boucle Upholstery12: Contract standard upholstery, woven using 100% Repreve recycled polyester. Coated in a fluorochemical (PFC) easy clean treatment that is halogen free FR. Fully REACH compliant and manufactured to Oeko Tex Standard 100. Primarily composed from upcycled plastic bottles.



Upon entry the ground floor is the home of retail, customers can view **live decorative demonstrations** of Donutelier's finest patisserie seen within the counter's **'visual theatre'**, subsequently purchasing refreshments at the main counter. Patisserie up for offer can be viewed first hand within the main display case, with an abundance of seating scattered throughout the **encourage in-house dining and friendly heart-to-hearts**

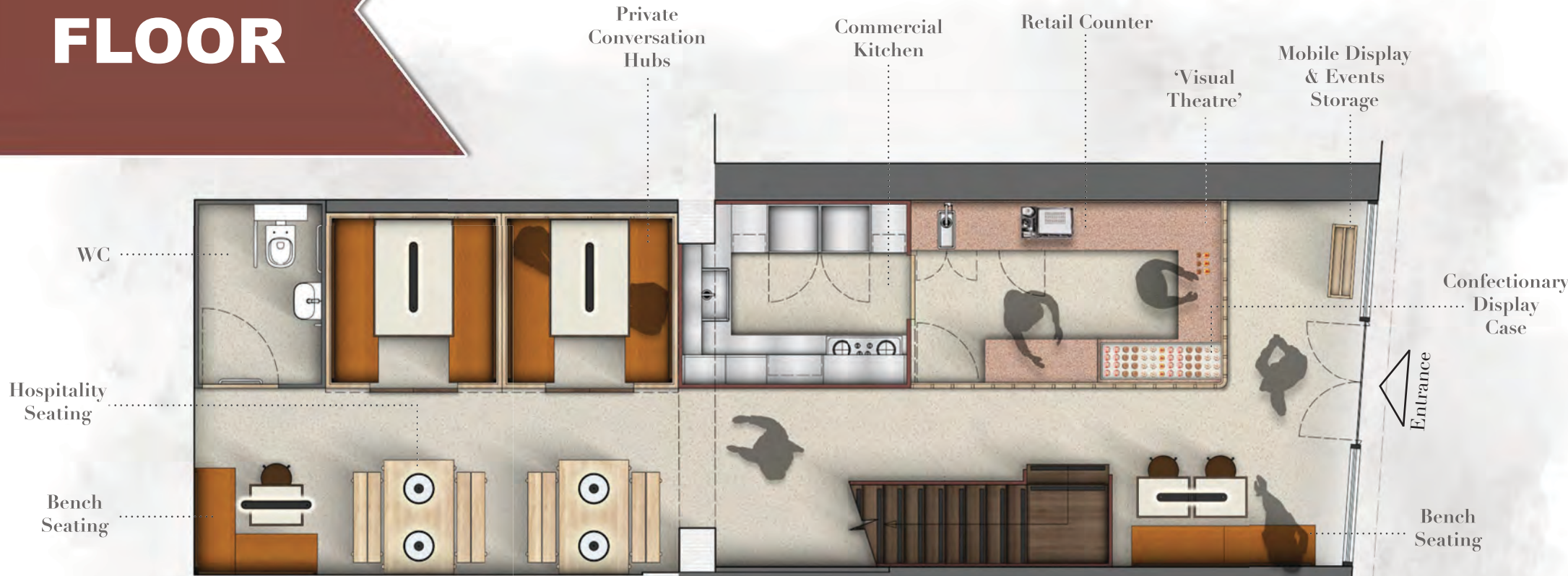


Located within the ground floor enclosed courtyard, private conversation boxes provide spaces of **intimate gathering**. Intended to be versatile in intention, **their nature can be enjoyed by both locality and chatty café members** at any given time, characterized by an ideology that instills comfortability and **welcomes spontaneous chats**. Overhead, light exchanges filter light downward, diffusing dim ambiance and re-inventing atmosphere to evoke **belonging**

GROUND FLOOR

'The Classic Neighbourhood Spot'

Live Patisserie Demonstrations & Non-profit Meet-ups



Wayfinding Signage



Sliding partitions add an element of ingenuity to upkeep routine flexibility, finished with a semi-opaque glass insert to maintain privacy but mark occupation

Tabletop to be finished in a stone linoleum to maintain ware and hygiene, ideally in a shade resembling Little Greene's Joanna 130

Under seat storage cubes create inset alcoves for bags and coats, ideal for times of peak interest

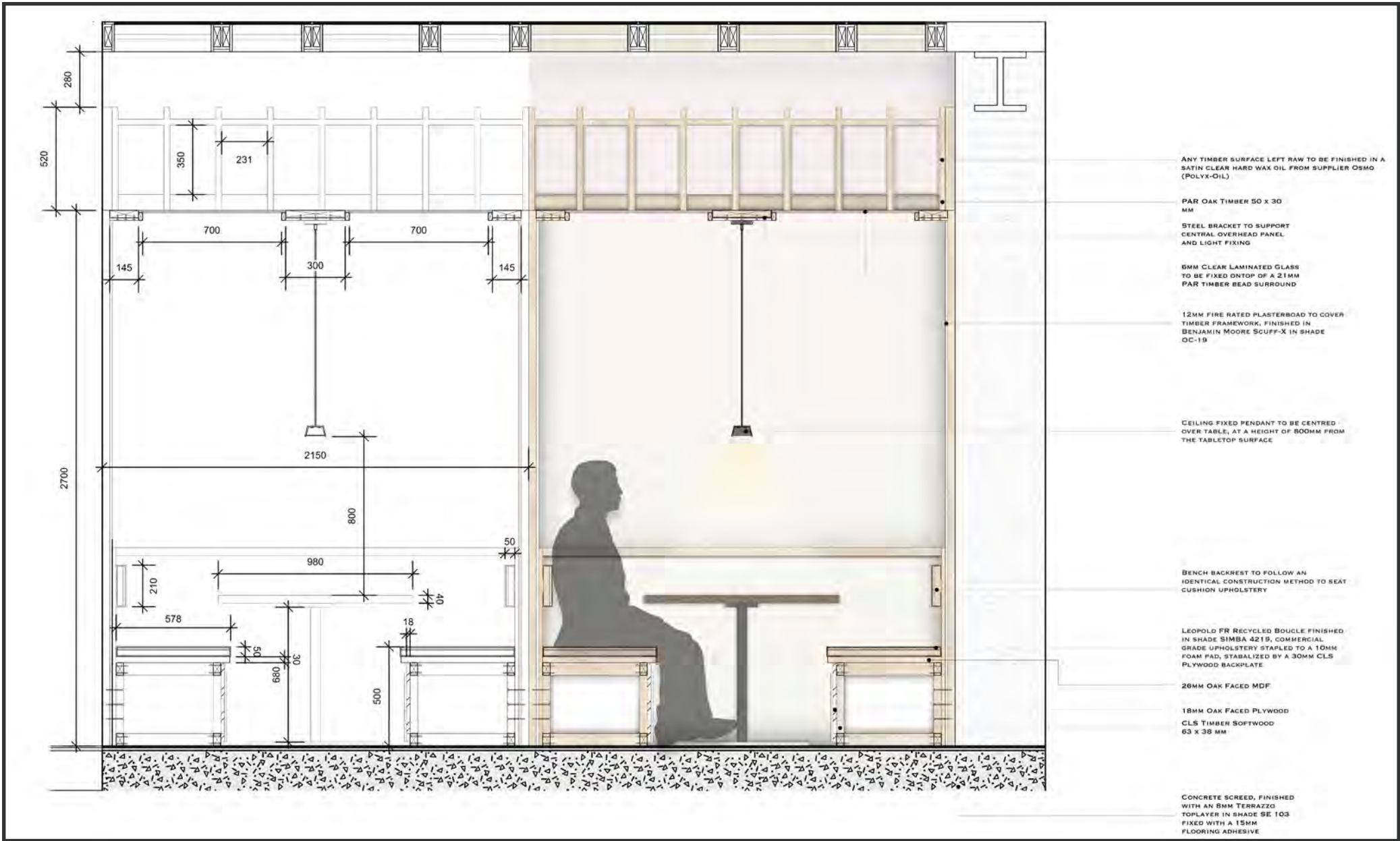


Overhead 'crown' emulates a scenography style aesthetic balanced by the polished hub below, an element of authenticity is realized through a deliberate exposure of construction techniques

Contract grade upholstery adds an element of home from home comfort to an otherwise public space, both the boucle and faux leather has been selected to withstand and maintain durability against a popular hospitality setting

Technical Cross Section

Overview of materiality & construction



Technical cross section of the private conversion boxes located within the ground floor enclosed courtyard

In-person Exchanges

Adaptable Seating & Shared In-person Conversation

FLOOR 01



Sustainable Packaging Solutions

Packaging for orders and takeaways will use recycled and recyclable materials, finished with a high end 'crocodile' tear seal



Rewards Card Exemplar



An example of a customer rewards card presented at point of first purchase with Donutelier. The idea is as such to encourage regular and repeated visitation allowing the new site to become somewhat of a 'hive' of locality and close-knit community.

Workshop Poster Exemplar

Example of a re-branded poster advertising brand led workshop sessions that aim to act as 'ice-breakers' between unlikely friends, where conversation is expressed freely over shared interest. Careful attention to weekday timings have been taken into accord with events falling into the pre-show category.



Chatty Cafe Sessions Poster Exemplar

Example of a poster specifically made to advertise regular chatty cafe sessions and brand partnership. Visitors are given clear information on what expectations these sessions are likely to follow and how new-commers can get involved.

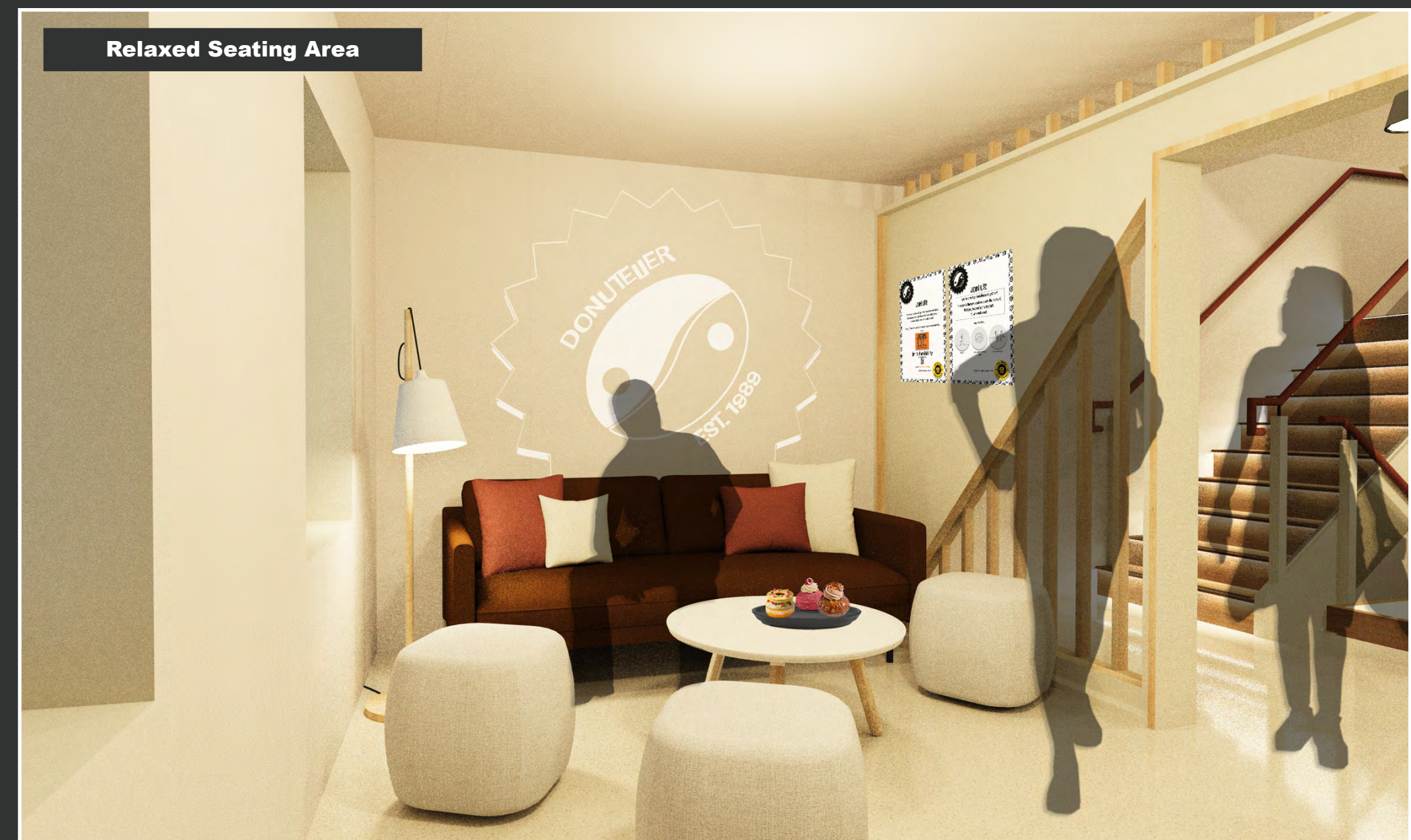


Hospitality Seating



Characterized by a series of **group seating spaces**, upper floor attitudes prioritize site popularity, accommodating peak times where grabbing a seat on the ground floor may be unlikely. Classic in style tables and chairs invite **close-knit gathering**, ranging from tired shoppers to non-profit clientele. By retaining an open-ended typology regarding seating the site becomes a hive for flexible routine, never strictly dictating space function as to appear transitional and compliant

Relaxed Seating Area

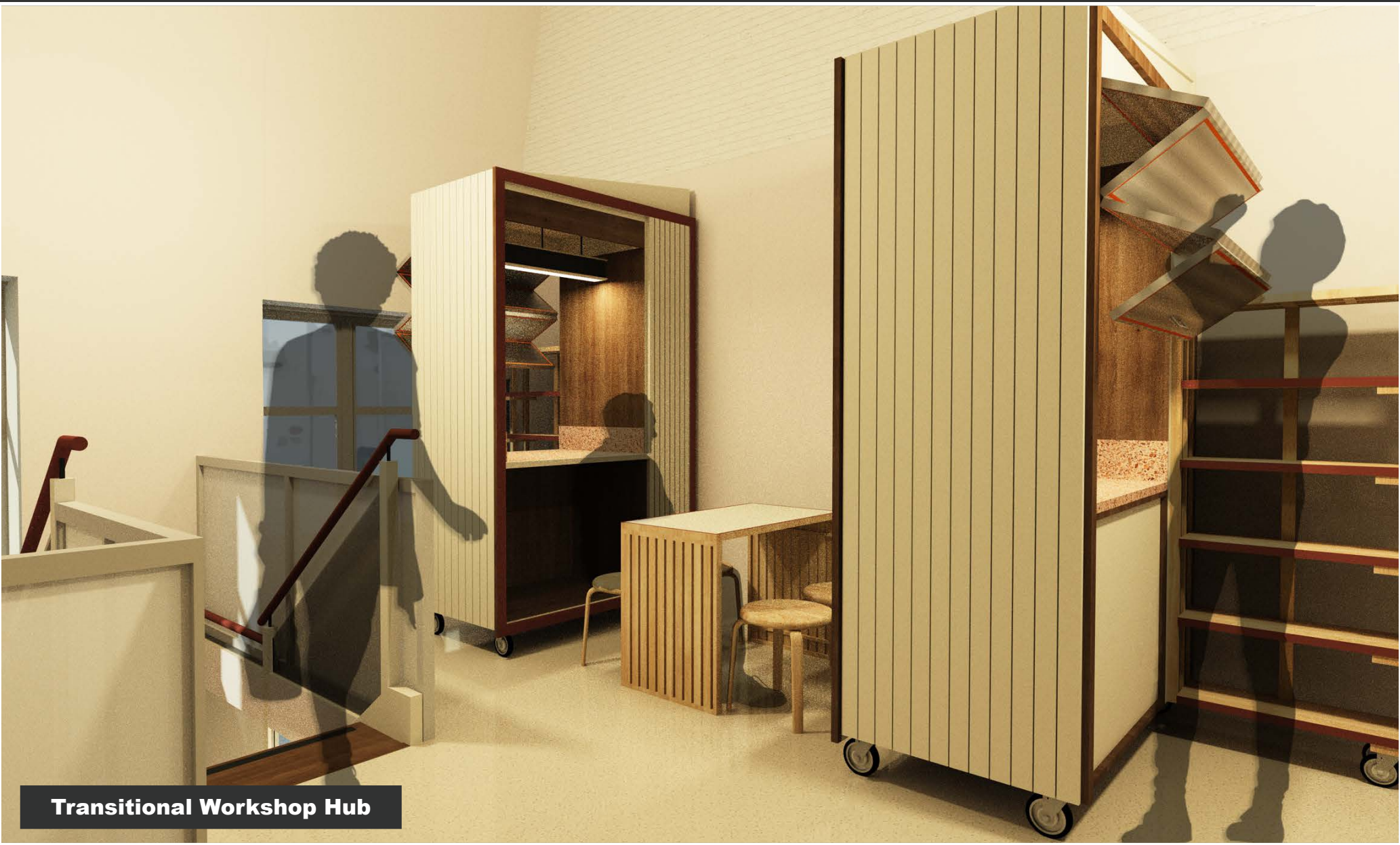


With a range of clientele expected to cross the threshold, **relaxed seating zones** prioritise comfort, a quintessential staple of long stay **gathering and belonging**. Overlooking the bustling nature of the street below guests are invited to stay a while and immerse themselves in indulgent patisserie, bonding over **authentic conversation and shared in-person experience**



Community Events Hub

Recognised for its flexible and relaxed nature, the **community events hub** awaits re-imagination. Ideal for **close-knit meetups and supportive get-togethers**, its exterior boasts a series of stackable seating blocks, tailoring events to their own specific agenda. Individuals and volunteers can **re-invent space functionality** to suit specific themes with the sole aim of shifting perspectives into a greater state of optimism. Positioned along the third-floor façade, evening sunlight floods its interior enhancing visitor spontaneity and comfort upon arrival.



Transitional Workshop Hub

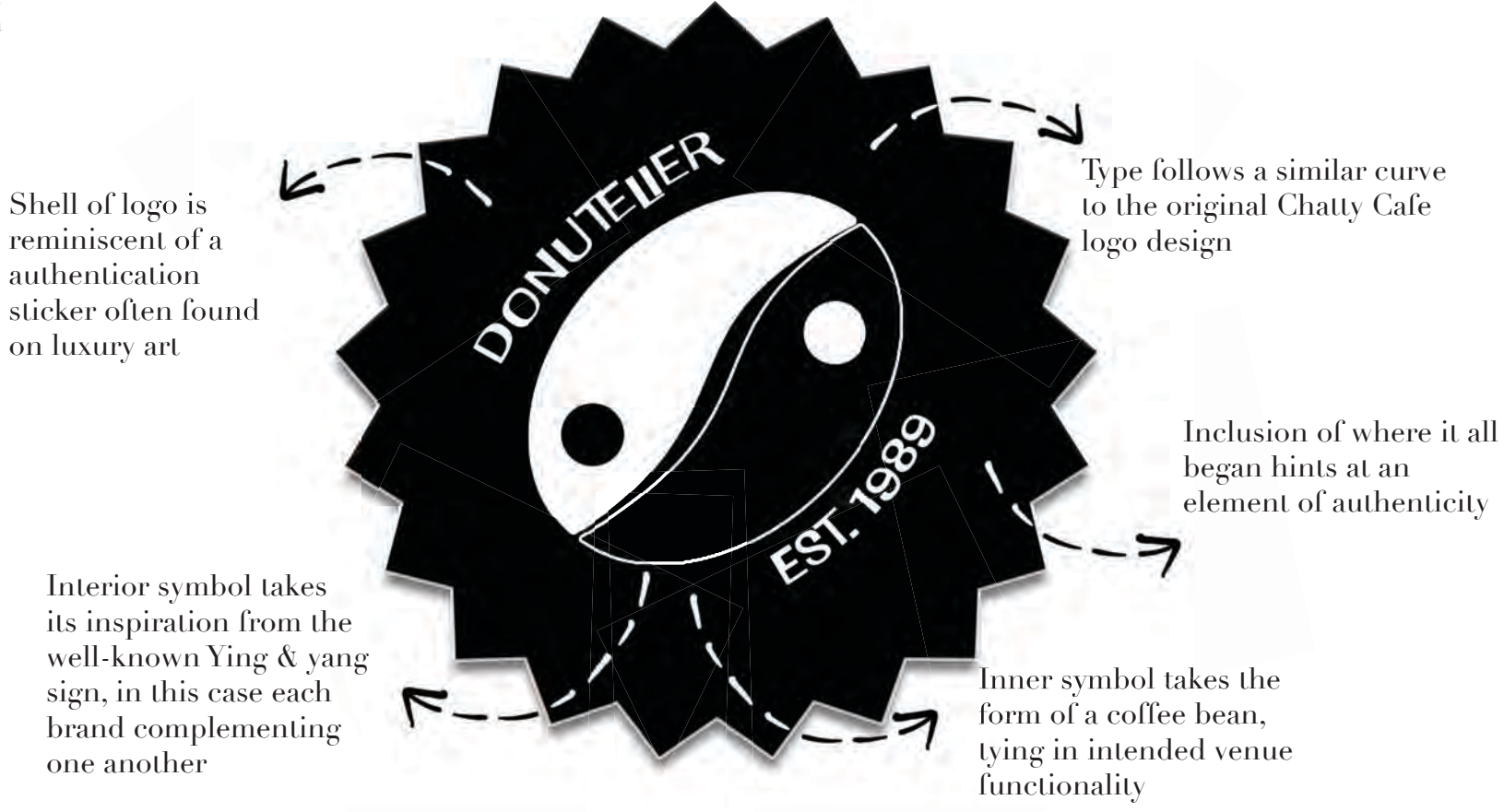
With a dedicated floor boasting **community collaboration**, the **workshop hub** comes alive of a weekend. Customers, locality and tourists are invited to attend **'icebreaker' workshops**, dedicated to the art of patisserie, an **interactive event** that captures attention and allows like-minded interest to **connect and re-invent community attitude**. Typically led by Donutelier, brand scope is also furthered, **establishing identity with surrounding locality and instilling trust within community networks**.

FLOOR 02

Community Hotspot Brand-led Workshops & 'Ice-breaker' Events



Newly Proposed Logo-



With branding providing the grounds on which outsider scope is generated, posters and flyers should be placed in and around the local area, within the adjacent Tottenham Court Road station and on street corners to draw in events goers and attract attention from visiting individuals and locality.

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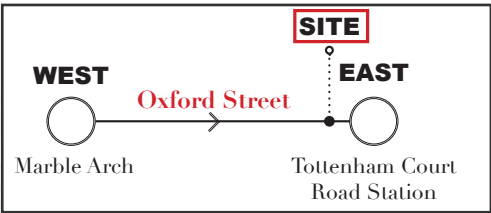
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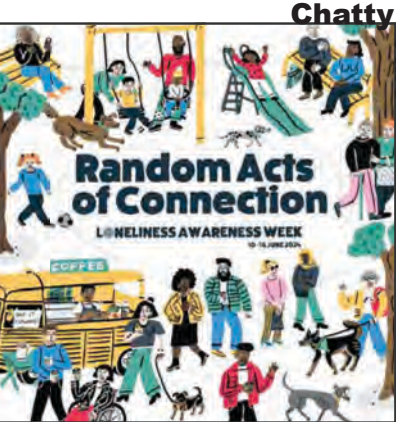
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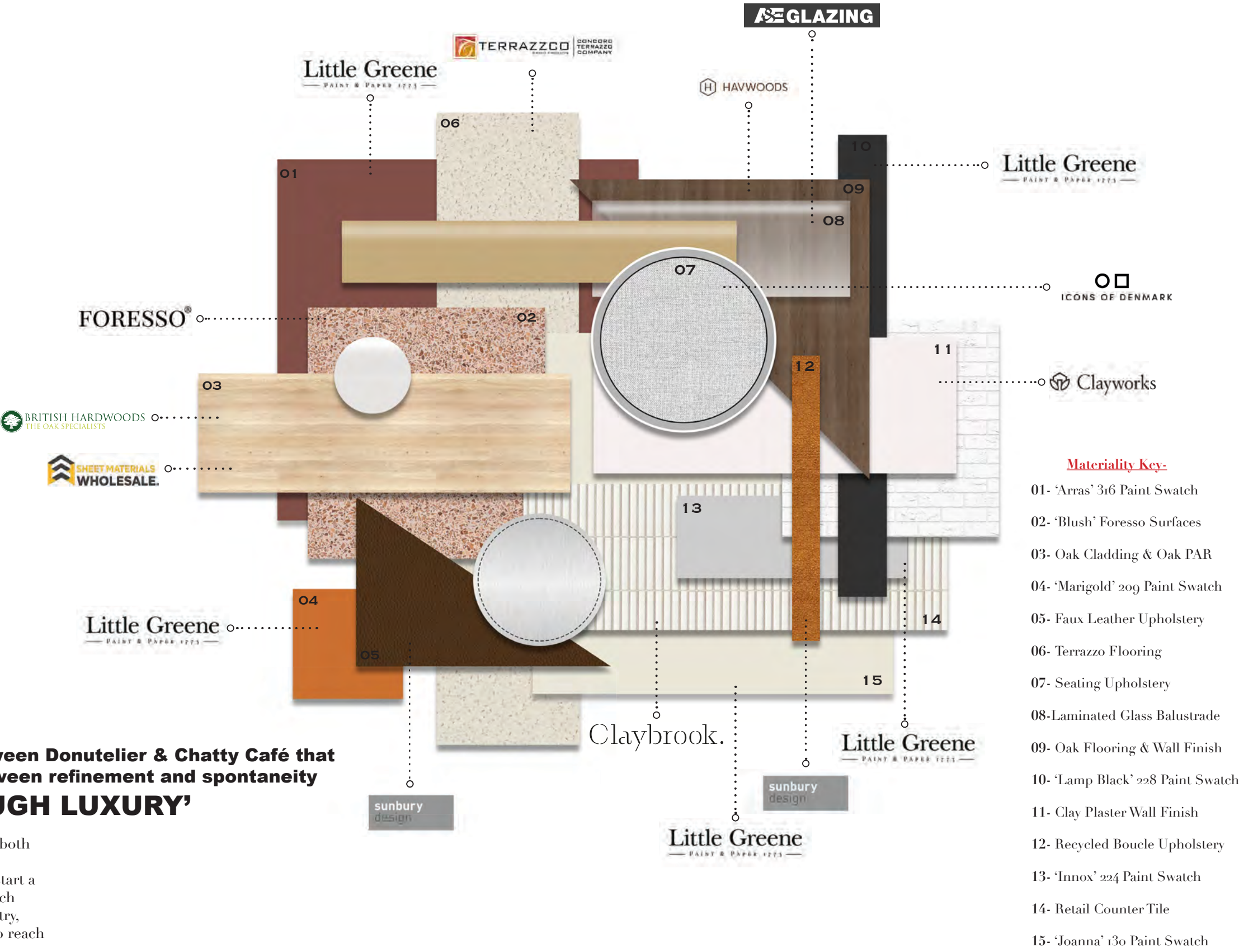
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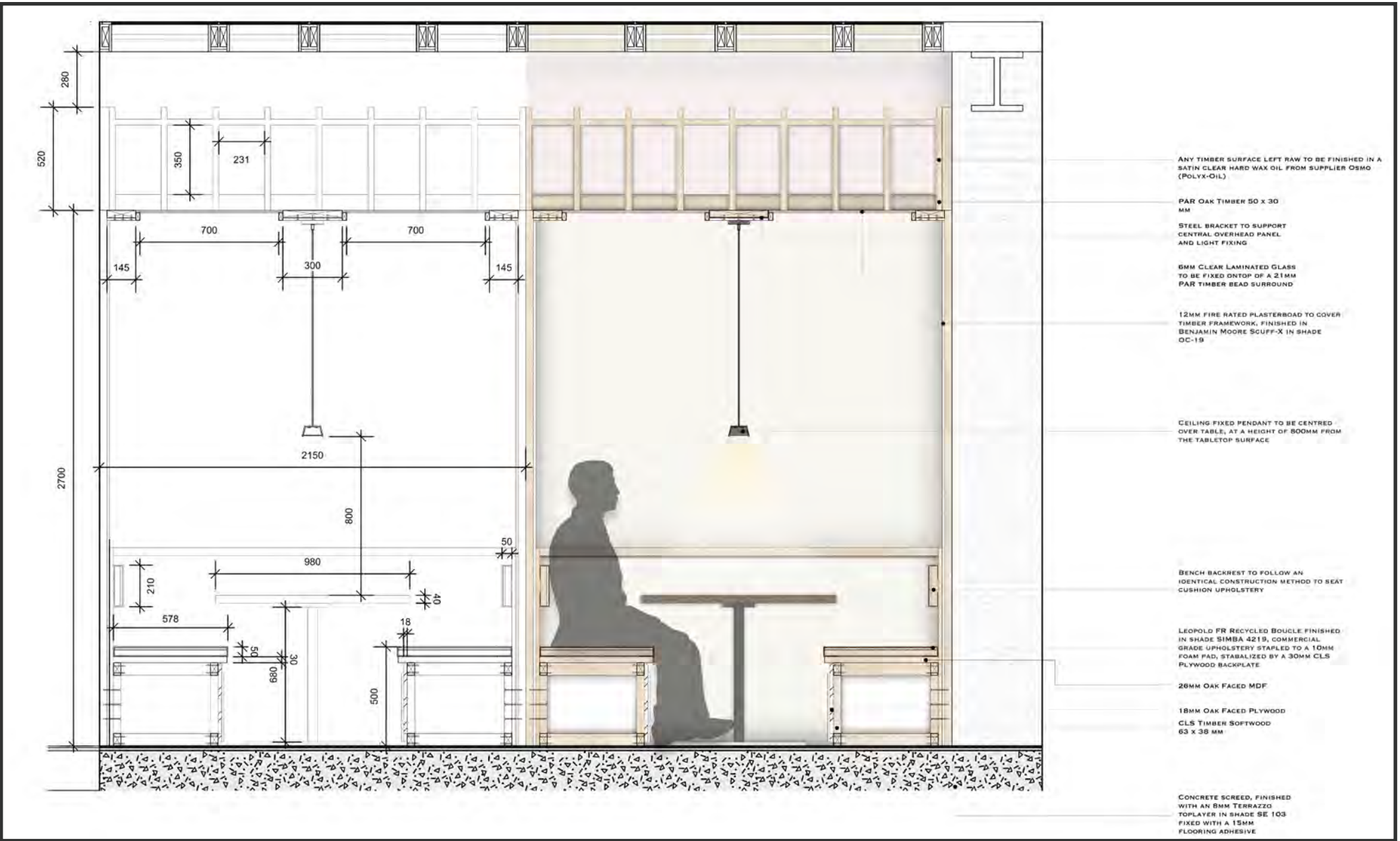
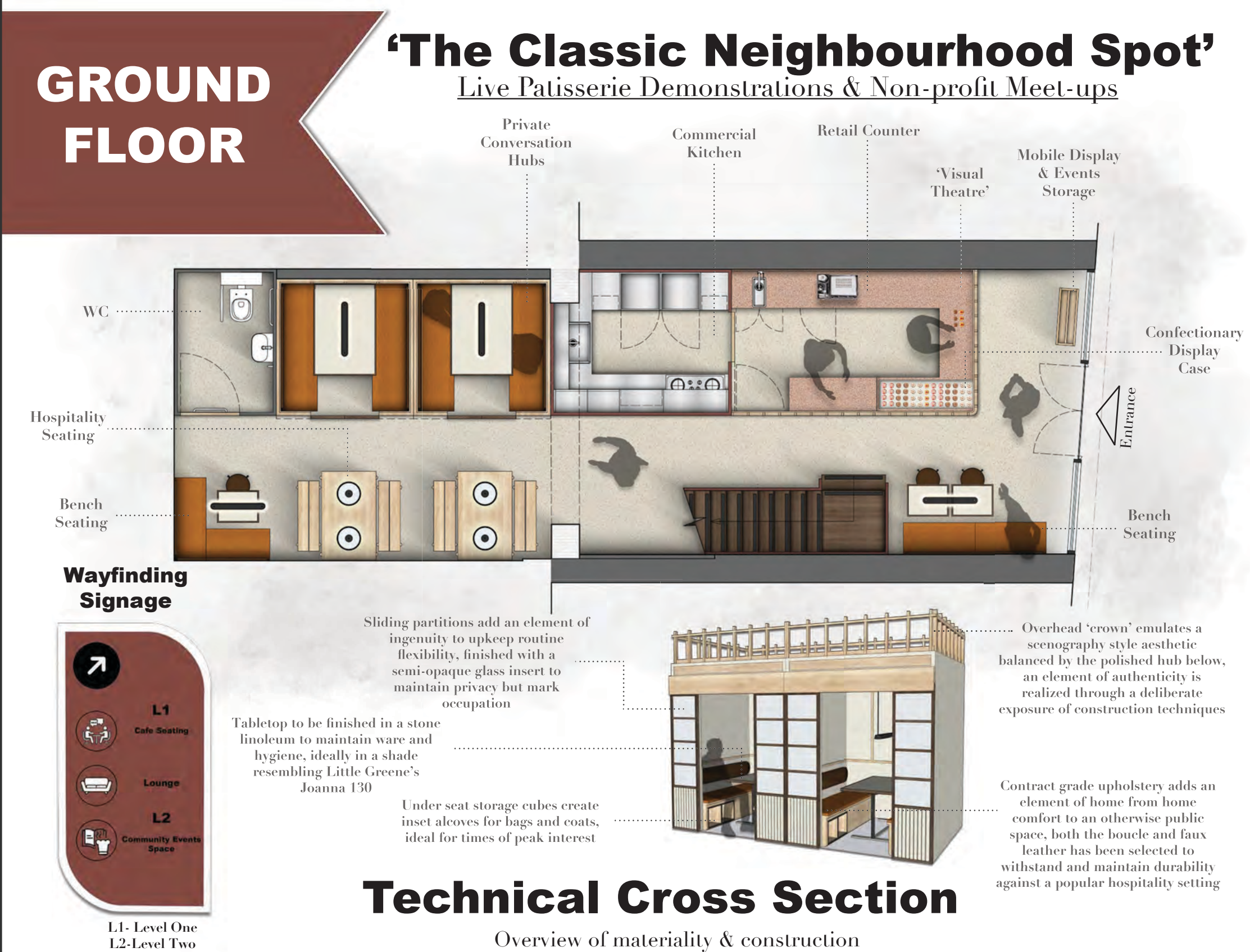
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FLOOR 01



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An example of a customer rewards card presented at point of first purchase with Donutelier. The idea is as such to encourage regular and repeated visitation allowing the new site to become somewhat of a 'hive' of locality and close-knit community.

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Example of a re-branded poster advertising brand led workshop sessions that aim to act as 'ice-breakers' between unlikely friends, where conversation is expressed freely over shared interest. Careful attention to weekday timings have been taken into accord with events falling into the pre-show category.



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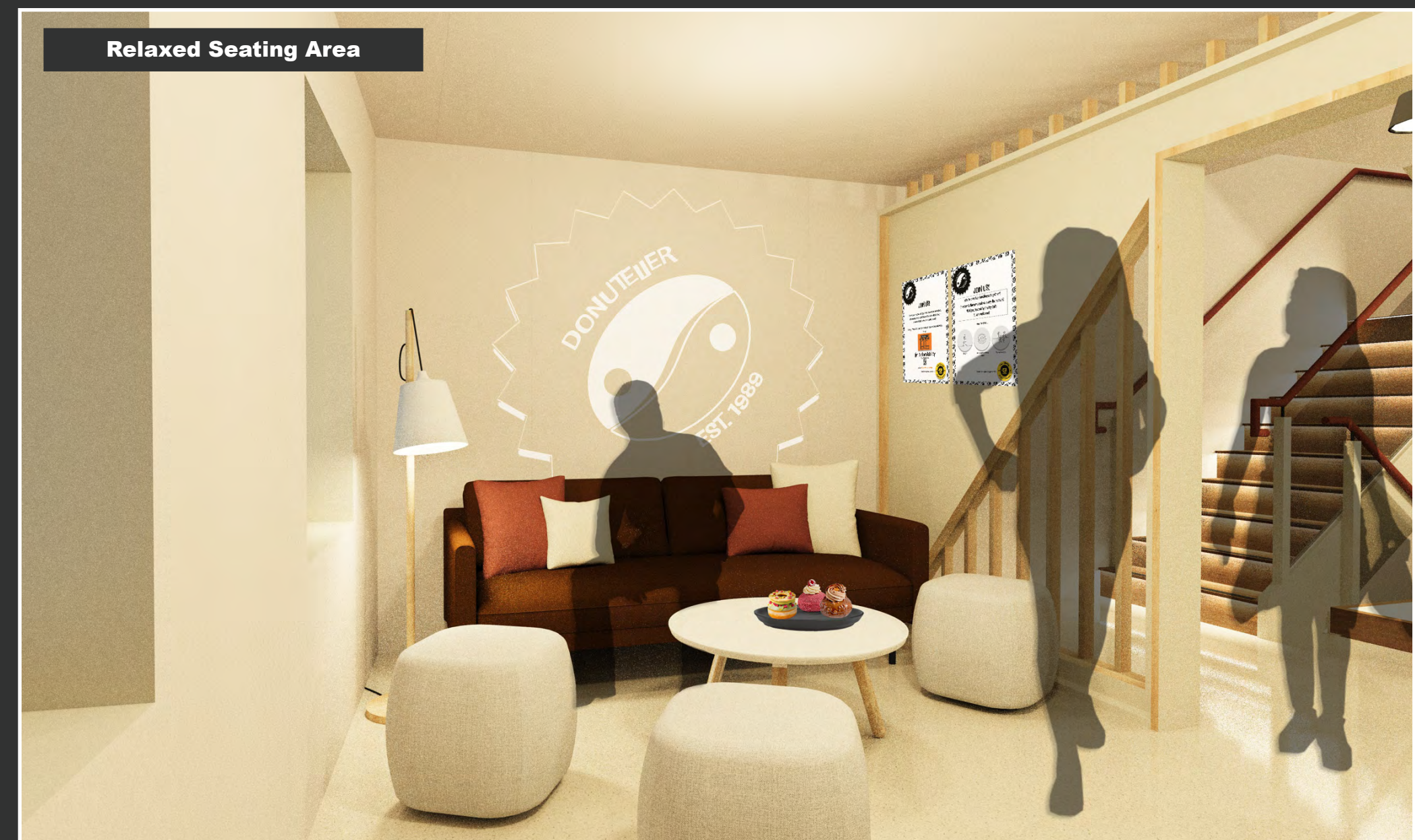


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Characterized by a series of **group seating spaces**, upper floor attitudes prioritize site popularity, accommodating peak times where grabbing a seat on the ground floor may be unlikely. Classic in style tables and chairs invite **close-knit gathering**, ranging from tired shoppers to non-profit clientele. By retaining an open-ended typology regarding seating the site becomes a hive for flexible routine, never strictly dictating space function as to appear transitional and compliant

Relaxed Seating Area

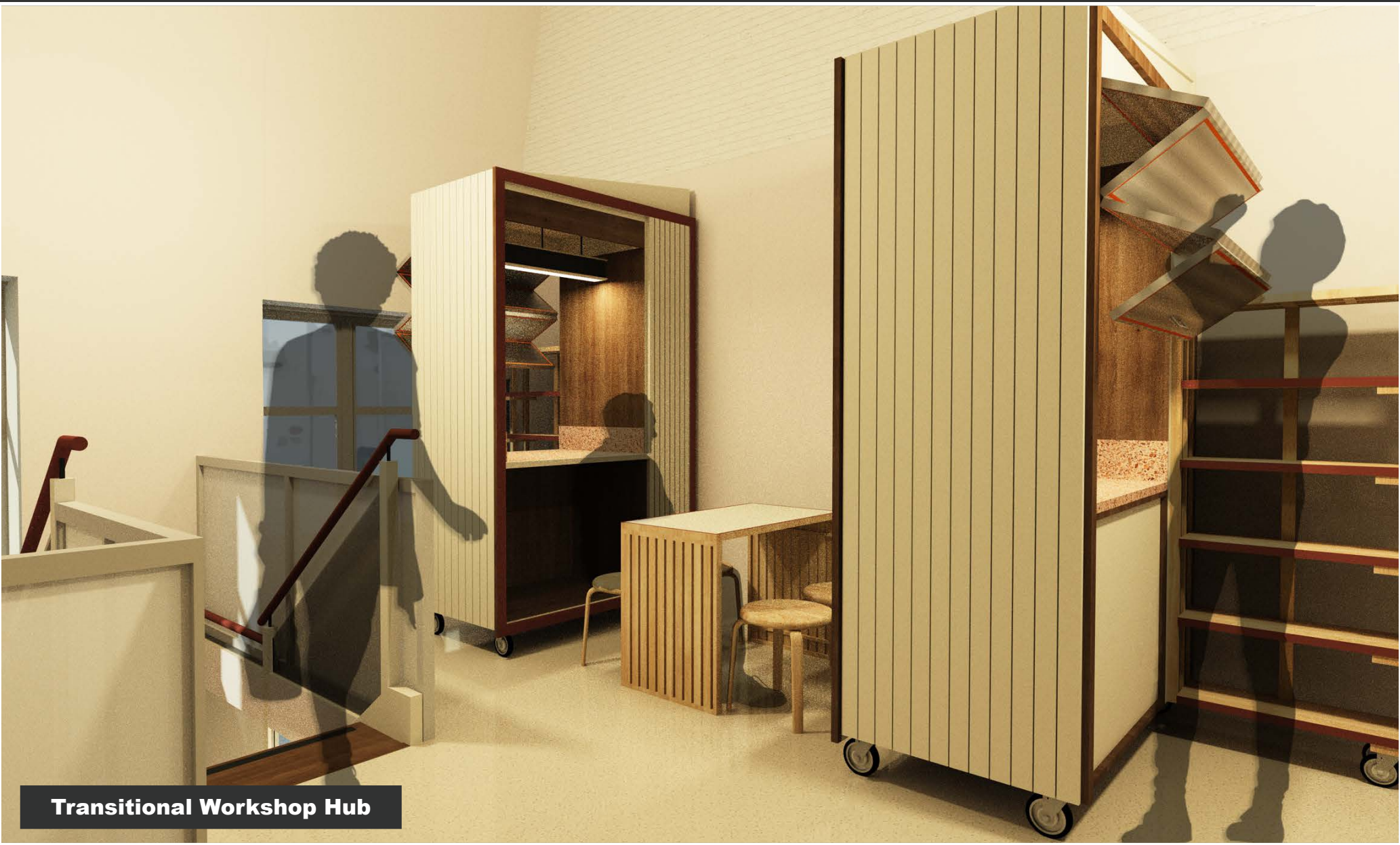


With a range of clientele expected to cross the threshold, **relaxed seating zones** prioritise comfort, a quintessential staple of long stay **gathering and belonging**. Overlooking the bustling nature of the street below guests are invited to stay a while and immerse themselves in indulgent patisserie, bonding over **authentic conversation and shared in-person experience**



Community Events Hub

Recognised for its flexible and relaxed nature, the **community events hub** awaits re-imagination. Ideal for **close-knit meetups and supportive get-togethers**, its exterior boasts a series of stackable seating blocks, tailoring events to their own specific agenda. Individuals and volunteers can **re-invent space functionality** to suit specific themes with the sole aim of shifting perspectives into a greater state of optimism. Positioned along the third-floor façade, evening sunlight floods its interior enhancing visitor spontaneity and comfort upon arrival.

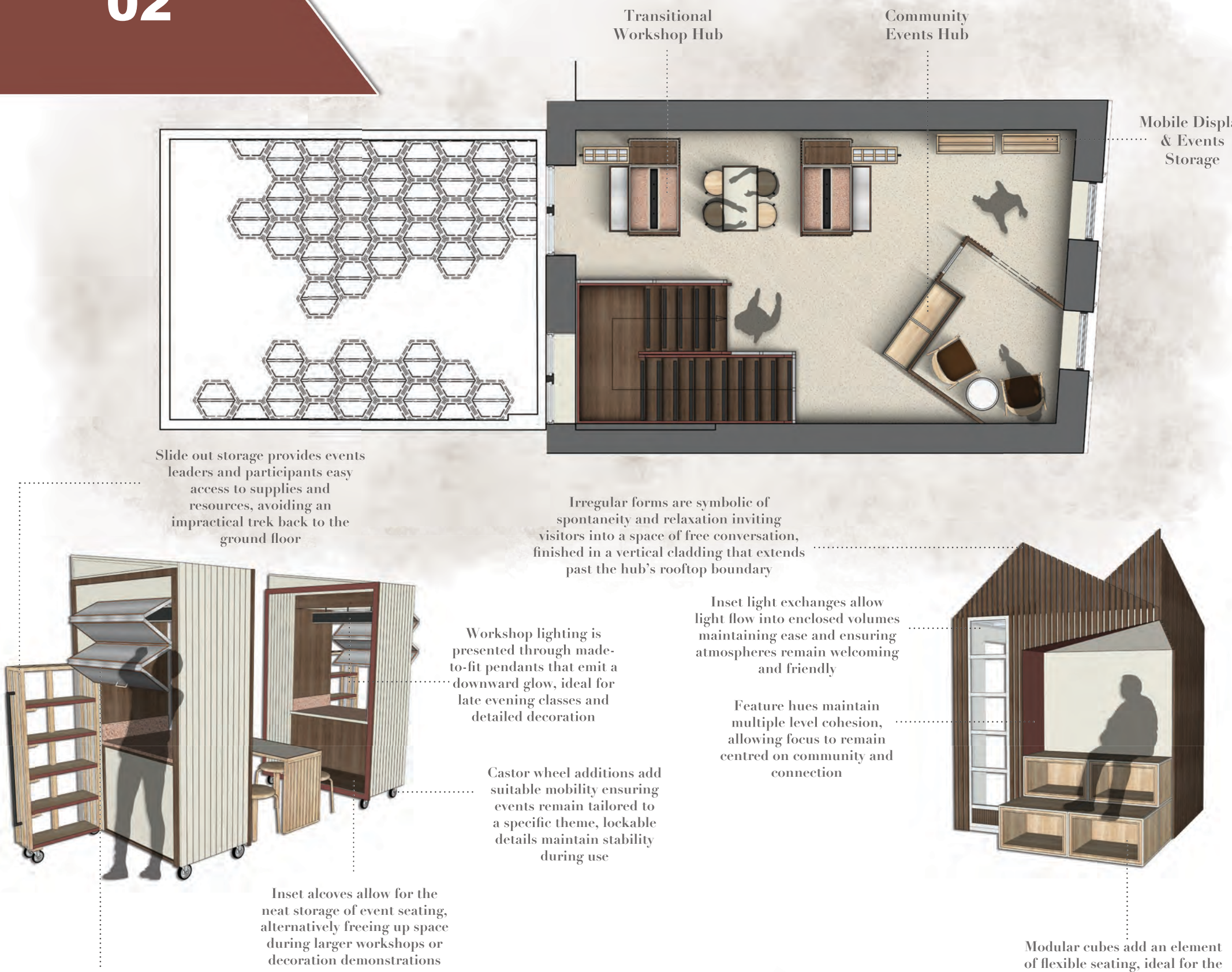


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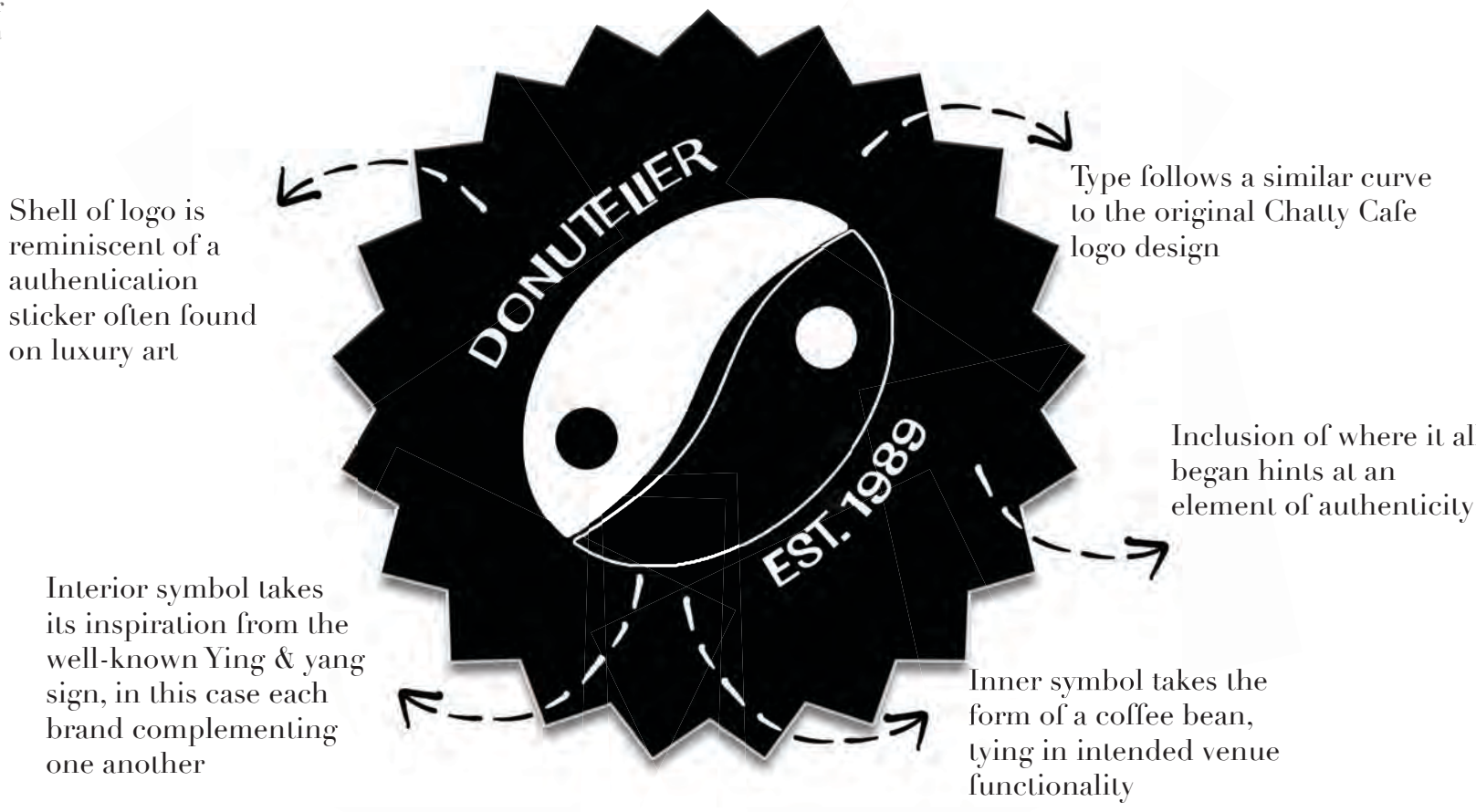
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FLOOR 02

Community Hotspot Brand-led Workshops & 'Ice-breaker' Events



Newly Proposed Logo-



With branding providing the grounds on which outsider scope is generated, posters and flyers should be placed in and around the local area, within the adjacent Tottenham Court Road station and on street corners to draw in events goers and attract attention from visiting individuals and locality.

DESIGN FOR THE PEOPLE

With a heavy reliance on a technologically focused society afoot, design strategy looks fondly on **in-person gathering**, utilising the luxury brand's ethos as **'icebreakers'** between strangers, customers and tourists. Seen primarily through **curated workshops** and **conversationally centred events**, outcome favours both clients, using **collaboration** as a leading strategy to **spark societal change**

With a primary focus on tackling loneliness in both Gen Z and the older generation, due to the reliance on social media and lack of adequate support for those in need, this project repurposes an existing site situated on the well-known Oxford Street and imagines a creative partnership between an established brand and a non-profit organisation. **Intended to be a purposefully social space of connection and belonging, design schemes strive to intertwine traditional and contemporary themes that create talking points between unlikely friends; a type of future hybrid. With conversation often shared freely over food and new ideas brought to the table, designs shall aim to look fondly on face to face meet ups and share the value new connections can have on 21st century communities.**



GR
Floor

L1

L2

Get a behind the scenes look at Donutelier's renowned patisserie and its authentic roots seen at the front of house 'visual theatre', grab a drink, eat-in or get a pastry to-go, take a seat and get immersed in a **shared sense of community and social belonging**

Take a seat for a quick bite to eat, or hourly chats over a brew, join our Chatty Café sessions at 4:30pm on Thursday afternoons and **meet with likeminded individuals inspiring social change**, lets help reduce loneliness **together!**

Drop-in or bring a friend and learn the art of decoration in our **brand-led patisserie workshops, meet and chat** over an evening of complementary drinks and **experience chance encounters** with unlikely friends, and relish in the authenticity of a **collaborative 'classic neighbourhood spot'**

Customer Journey

Overview of key features and pivotal talking points



Activity Mapping

Outline of day to day happenings

- 1- Visitors and commuters begin to arrive in the area via the adjacent Tottenham Court Road station, drawn in by a characterful blend between traditional and contemporary sectors and keen to experience a mixture of history, culture and heritage.
- 2- As the day moves forward commuters and tired shoppers drop-by for well-earned refreshments, enticed on site by live decoration demonstrations seen through the façade at the 'visual theatre', with the brand keen to 'show and not tell' to prove authenticity and build connection.
- 3- Once inside subtle encouragement from the 'visual theatre' invites visitors to linger, confectionery can be viewed within the main display case at the front of the counter, always on a path of flavour rotation, newcomers are motivated to return time and time again.
- 4- During normal retail hours the site becomes a hive of activity, with a multitude of varying seating zones catering to a wide variety of individuals. Every Thursday at 4:30pm Chatty Café Sessions take over for their hourly chats, open to all, private conversation boxes cater to times of more reserved company, flexible in outlook to accommodate both close-knit and community gatherings depending on routine.
- 5- Located on the second floor the transitional workshop hub comes alive primarily each Sunday, carefully timed between the pre-show window at 5-6pm, Gen Z and older generations are invited to attend 'ice breaker' workshops intended to familiarise individuals from all walks of life, with a sole aim of sharing conversation over shared interest.
- 6- Characterized by its flexible nature, the community events hub awaits conversation. Ideal for Chatty Café's close-knit face-to-face meetups or smaller gatherings during weekend workshops. On its façade stackable blocks allow popular events to remain inclusive ensuring a multitude of social experiences can run simultaneously. With events no an everyday occurrence, the second floor remains open throughout the week, allowing regulars and locality to explore and make use of the entire site at any given time.

Design for the people

Client overview

Known for creating a series of intricately artisan doughnuts and pastries, Donutelier can be seen as an established brand that shares their passion for confectionary through a close-knit team of dedicated pastry chefs, striving to promote luxury through coherence and uniformity. Heavily inspired by the craftsmanship of the world's greatest fashion ateliers, dedication lies deep within the roots of the brand where recognising the value in a delicate mediation between tradition and contemporary innovation can skyrocket success. In their most recent venture the brand launched its first UK outpost of the bakery and looks to further expand on a global scale, with intent of reaching as many audiences as possible through the art and joy of Donutelier.



Striving to establish their name through the eyes of the surrounding community, The Chatty Café Scheme propose carefully curated drop-in sessions that strive to ease the strain on the growing nature of the loneliness epidemic; and its wearing impact on society's oldest and emerging generations. As a place of inclusivity and support collaborations are encouraged through volunteer venues and individual meet-ups hosted by a dedicated, close-knit team of trained volunteers and like-minded individuals; all rallying the same cause. With spontaneity a given, widespread outreach has begun seeing a positive impact emerge with ambassadors stating 'its not about being the hero but rather sharing your platform to inspire social change' and re-establish a true sense of belonging.



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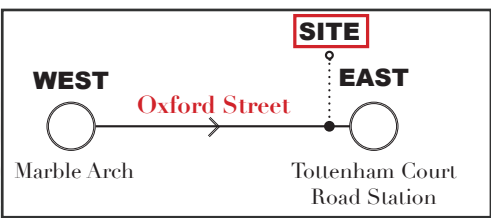
Overview of proposed site- 12 Oxford Street

GREENER
SMARTER
FUTURE
TOGETHER



Situated in the heart of the capital, the proposed site sets its grounds along the eastern side of Oxford Street, in close quarters with the well-connected Tottenham Court Road Station. Maintaining its 'golden status' amongst global shopping destinations, thanks to a characterful blend between traditional and contemporary sectors, London's west end sees millions of visitors each year, flocking to experience a mixture of history, culture and heritage. With both neighbouring locality and international scope heading the charge, the property's sought-after location is likely to work to its advantage, creating a characterful fusion that becomes a 'home from home' hive of conversation and community connection. Looking to re-invent and regenerate existing strategies through a Greener, Smarter, Future, Together approach, Westminster's key initiatives celebrate past and present, valuing a need to preserve yet grow in order to cater to future generations and communities. With the surrounding area lacking in any type of similar venue style new proposals are likely to be a breath of fresh air for locality and tourists alike, with its sole aim to familiarise older and emerging generations and reduce the strain on the loneliness epidemic.

SITE
Primark
The flying Horse Pub
McDonald's
Tottenham Court Road Station



About the concept

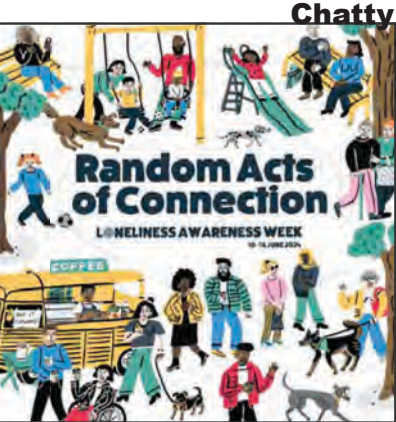
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A creative partnership between Donutelier & Chatty Café that explores a mediation between refinement and spontaneity titled 'ROUGH LUXURY'

Despite each approach being vastly different in identity (seen above) both individual brands were keen to share an authentic representation, conceptual strategy explored how authenticity could potentially kickstart a pleasant balance between refinement and spontaneity. In this case such opposition has been showcased through regular and irregular geometry, refinement through regularity and spontaneity through irregularity to reach an overall conceptual phase titled **'ROUGH LUXURY'**.

Potential Visitors-

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With the site likely to feature a hospitality space fusion, expectation for regular customers and passing footfall is likely and a vital consideration in maintaining future brand identity and company success.

Gen Z



With social media often dictating the lives of the younger generation, meaningful face-to-face interaction often falls short, spaces that encourage no-phone zones could be beneficial in seeing a rise in valued connections and community spirit.

Over 75s



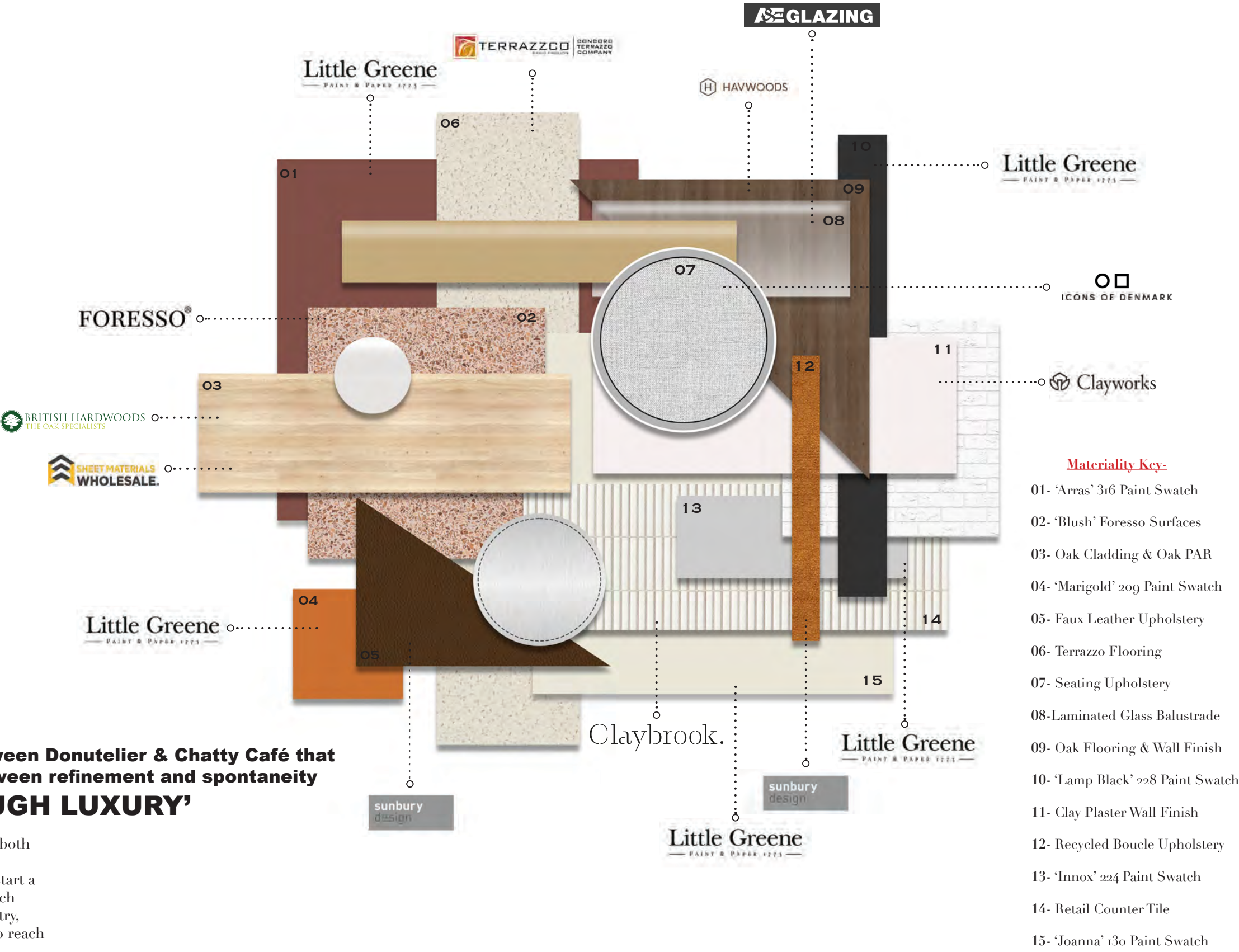
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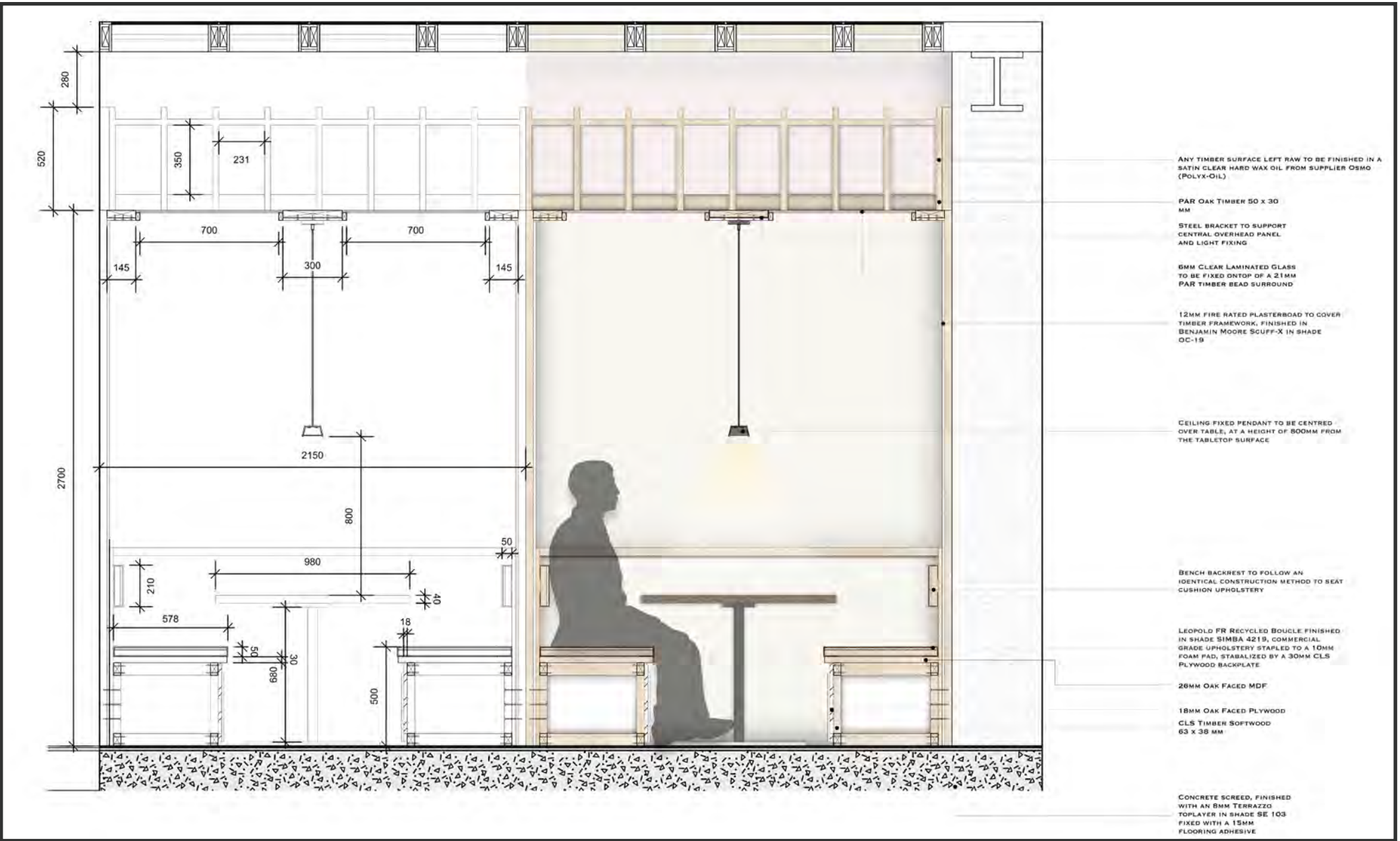
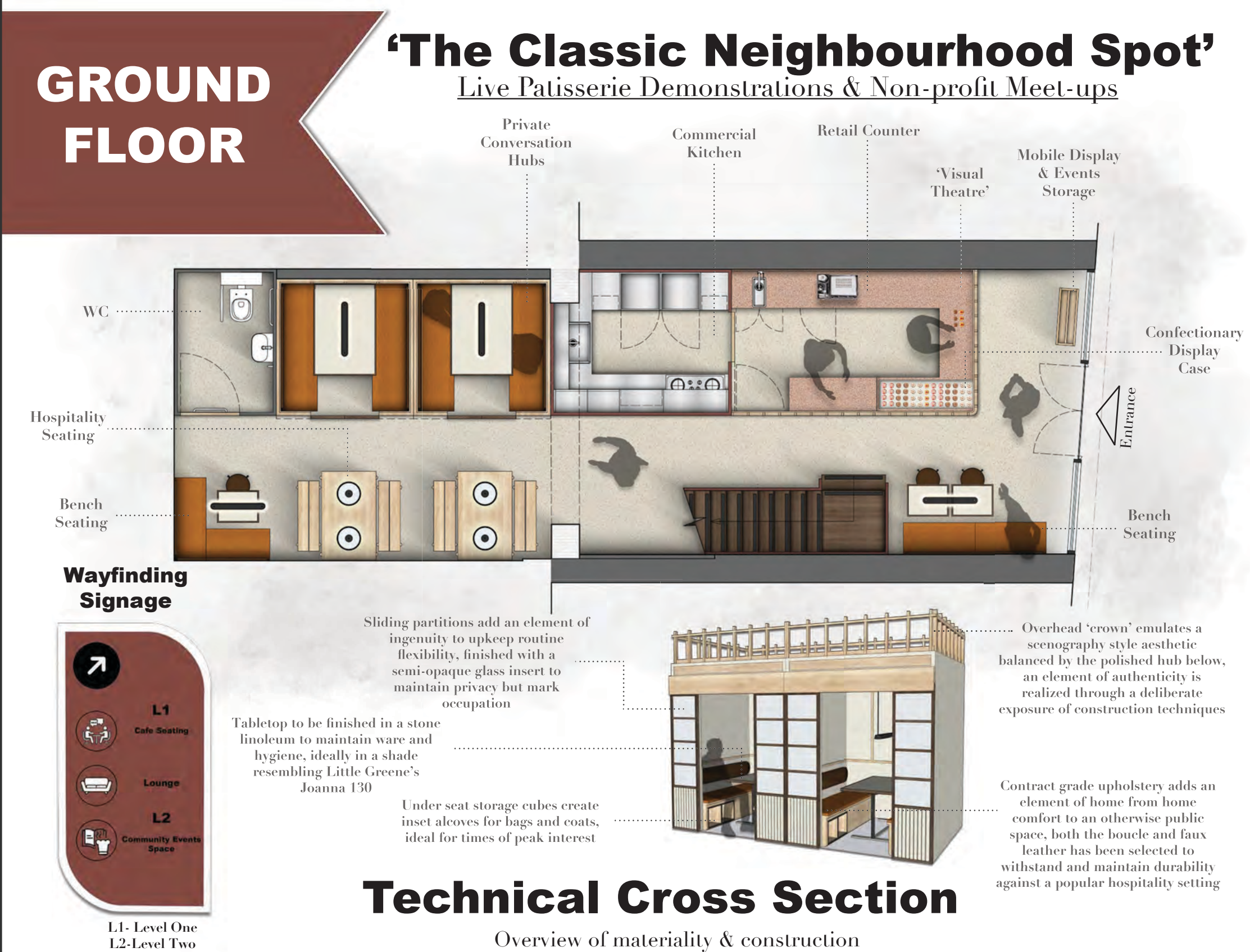
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FLOOR 01



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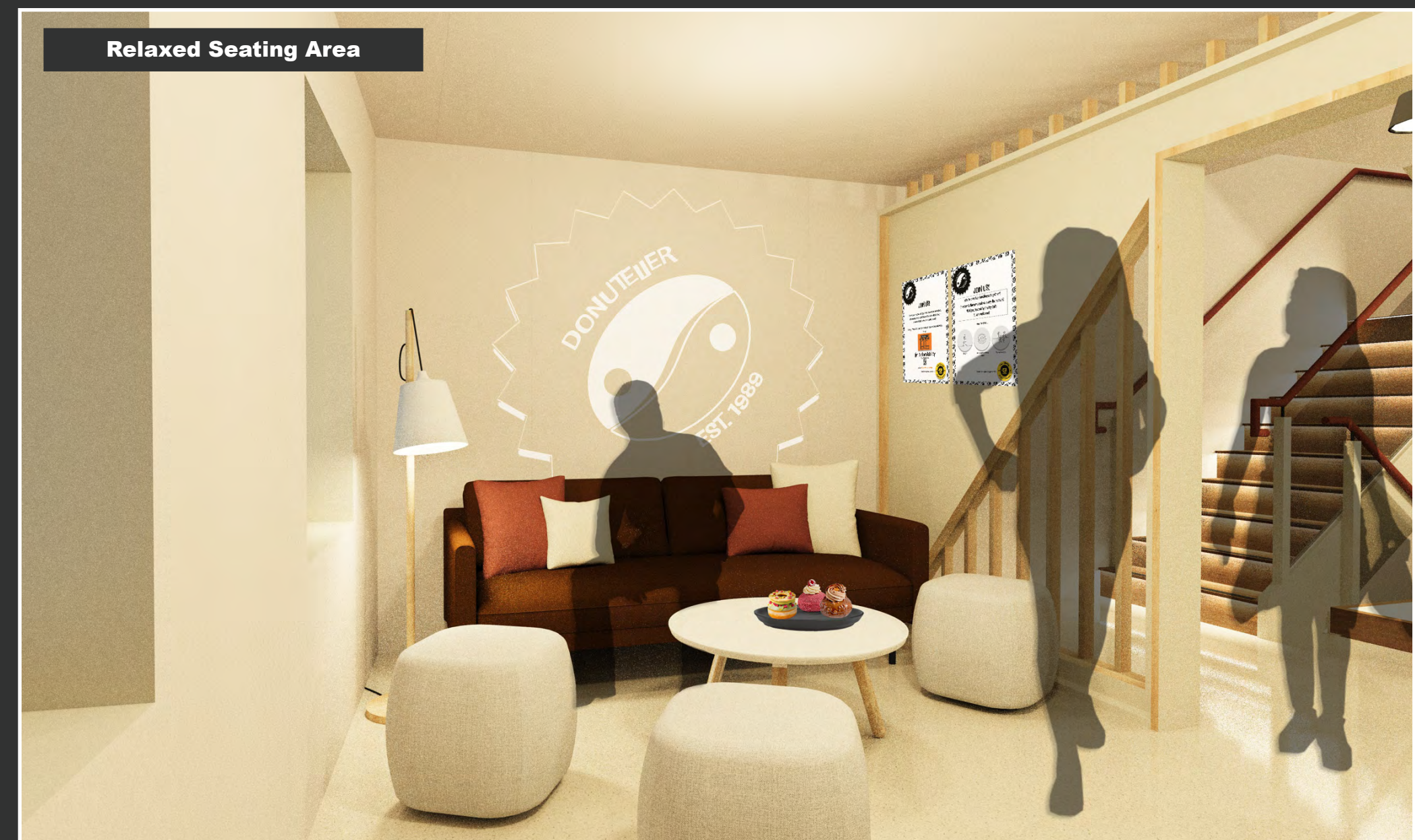


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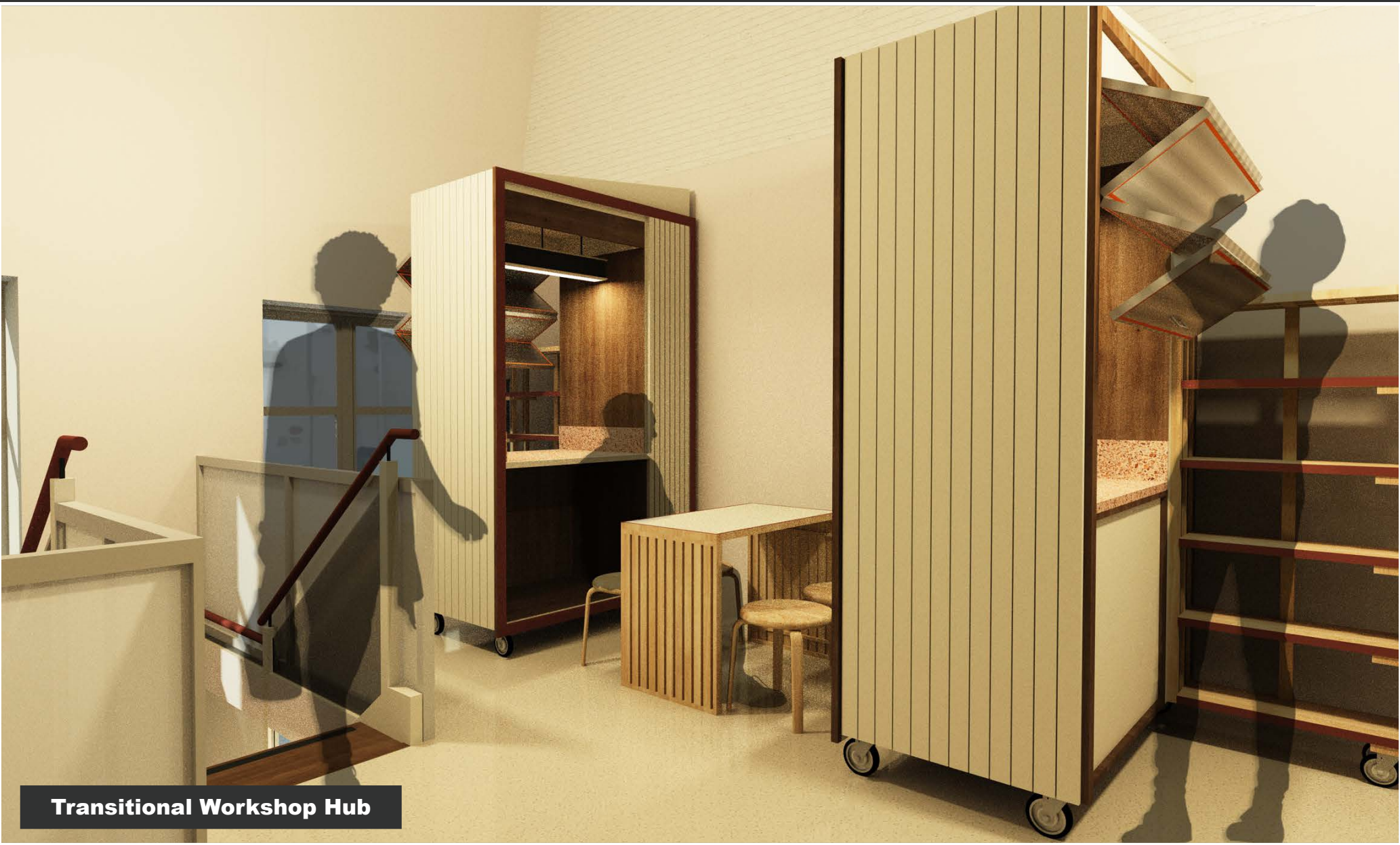


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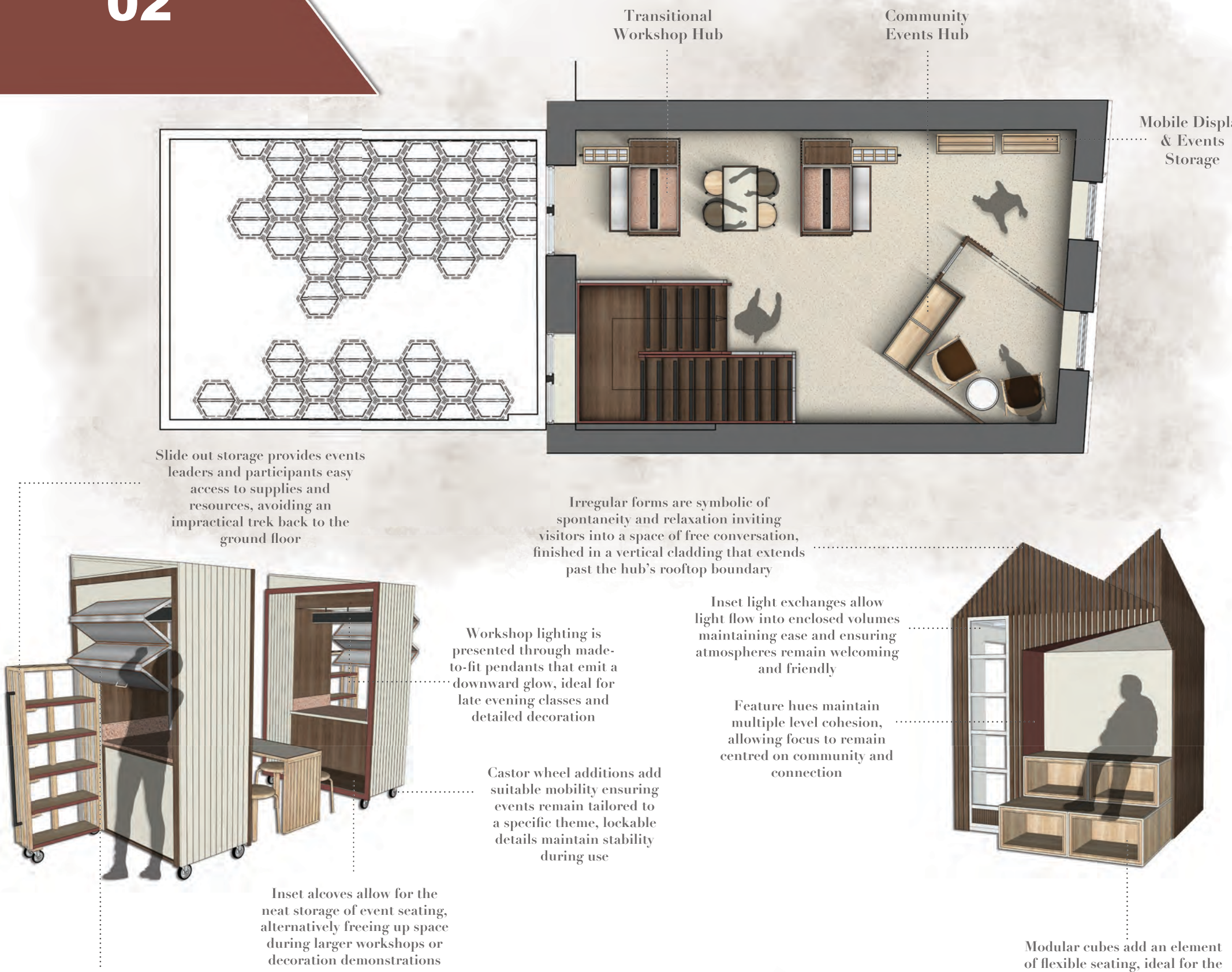


Transitional Workshop Hub

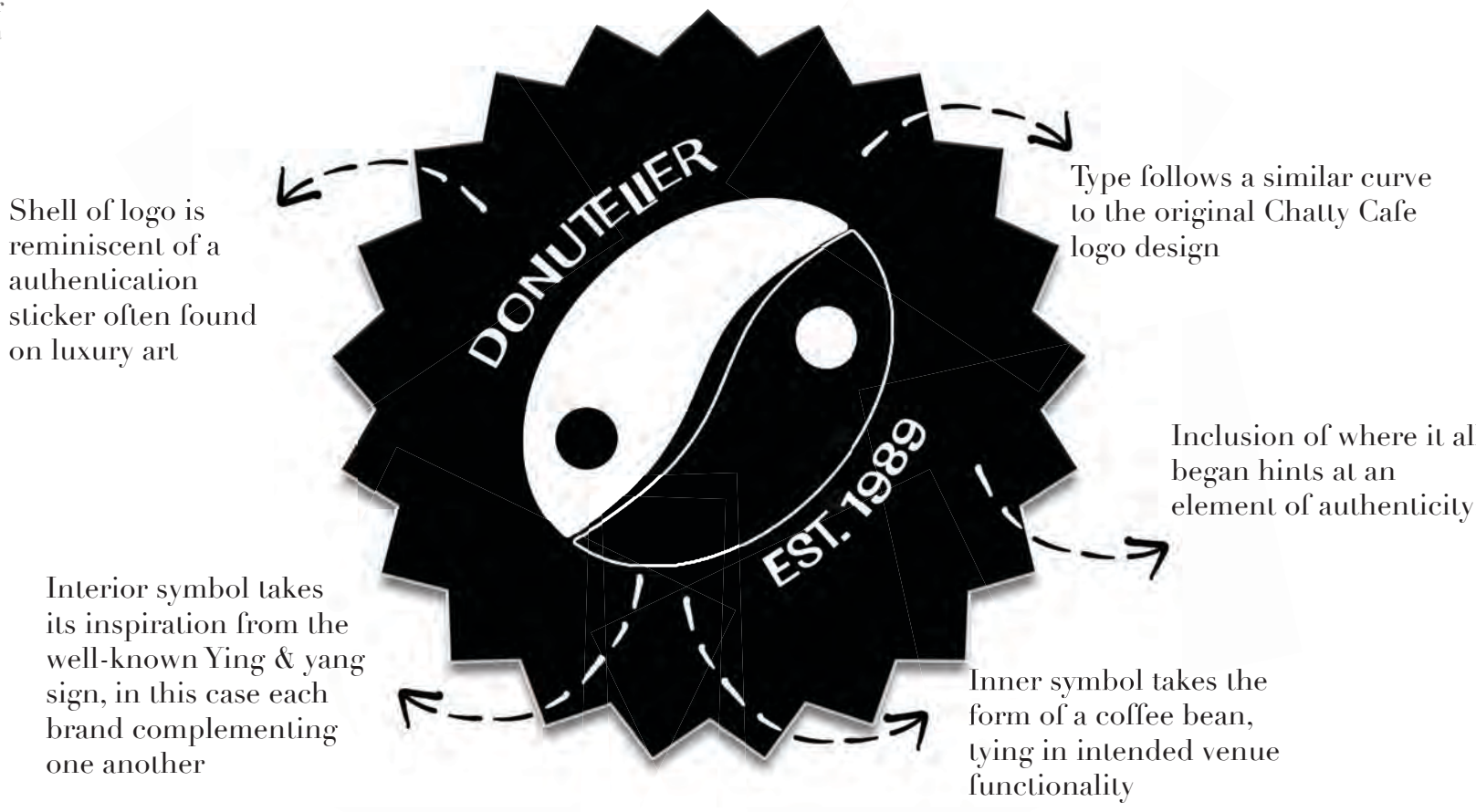
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FLOOR 02

Community Hotspot Brand-led Workshops & 'Ice-breaker' Events



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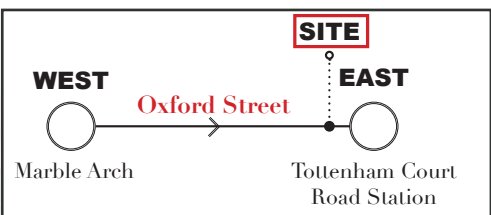
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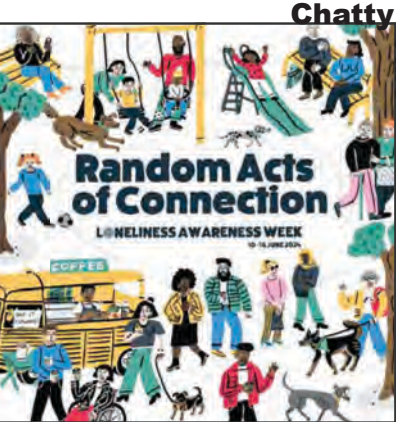
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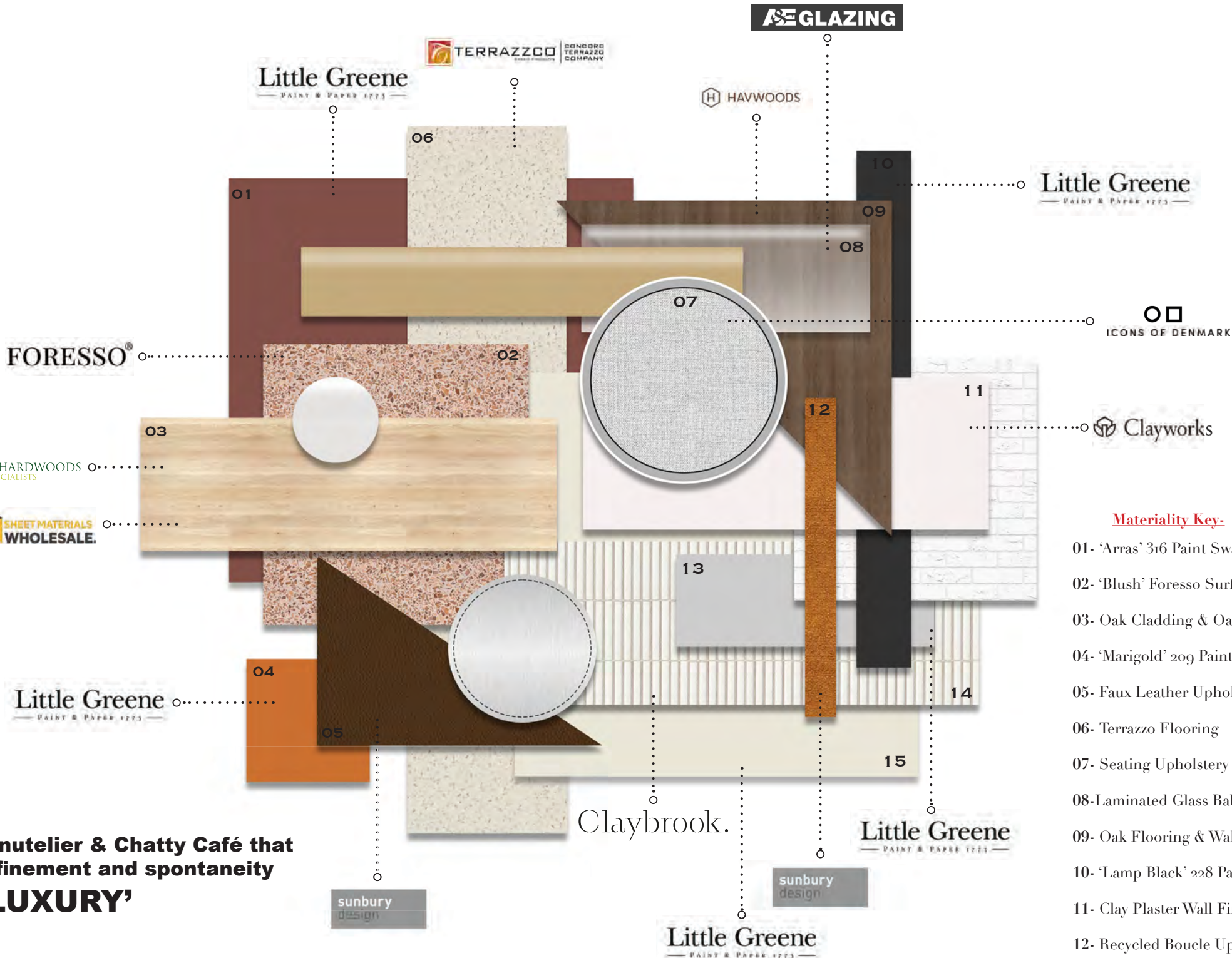
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Materiality & Resource Overview



Materiality Key-

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- 02- 'Blush' Foreosso Surfaces
- 03- Oak Cladding & Oak PAR
- 04- 'Marigold' 209 Paint Swatch
- 05- Faux Leather Upholstery
- 06- Terrazzo Flooring
- 07- Seating Upholstery
- 08- Laminated Glass Balustrade
- 09- Oak Flooring & Wall Finish
- 10- 'Lamp Black' 228 Paint Swatch
- 11- Clay Plaster Wall Finish
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Light wood Solid Oak03: Hand-crafted and manufactured locally in Yorkshire, primarily promoting ethically and sustainably sourced timber. All sourcing is vetted and only attained through timber merchants with a PEFC or FSC certification. On site power is supplied by an eco-generator fed by wasted material, making the company entirely self-sufficient, achieving a zero net gain in CO2 avoiding any fossil fuel consumption.

Light wood Oak Veneer03: UK based company, FSC certified offering buy-in bulk to reduce packaging and transport emissions. Veneer is highly environmentally friendly due to its limited wood usage per sheet, one single log of timber can produce volumes more veneer by comparison to its solid wood alternative.

Faux Leather Upholstery05: Vegan accredited, REACH compliant, phthalate free, halogen and PFC free leather upholstery made using zero harmful substances. Ideal for contract venues with a guarantee that is extremely hardwearing and resistant, fire retardant, waterproof and anti microbial; manufactured to Oeko-Tex Standard. An authentic replica without the ecological impact.

Terrazzo Flooring06: Manufactured using recycled and repurposed materials, primarily zero VOCs and bacteria resistant flooring, ideal for hospitality bound interiors. Quote required to enquire to ensure limited waste, longevity guarantee that is ideal for heavy footfall. Offering one-stop shop, reducing emissions. Able to be recycled at the end of its long lifespan.

Dark wood Solid Oak09: FSC and PEFC accredited, finished in a UV oil that is highly resistant and durable. UV oil finish avoids a need for chemical curing as well as being low VOC and forged from plant-based origins.

Clay Plaster11: Manufactured locally in Cornwall, recognised by several awards for its efforts in sustainability and ecological respect. Natural clay plasters have low embodied carbon and no plastic or metal packaging and do not require a paint finish. Non-toxic, low VOCs with a durable with 60 year lifespan. Additional benefits include a repairable, compostable and breathable structure.

Recycled Boucle Upholstery12: Contract standard upholstery, woven using 100% Repreve recycled polyester. Coated in a fluorochemical (PFC) easy clean treatment that is halogen free FR. Fully REACH compliant and manufactured to Oeko Tex Standard 100. Primarily composed from upcycled plastic bottles.



Upon entry the ground floor is the home of retail, customers can view **live decorative demonstrations** of Donutelier's finest patisserie seen within the counter's **'visual theatre'**, subsequently purchasing refreshments at the main counter. Patisserie up for offer can be viewed first hand within the main display case, with an abundance of seating scattered throughout the **encourage in-house dining and friendly heart-to-hearts**

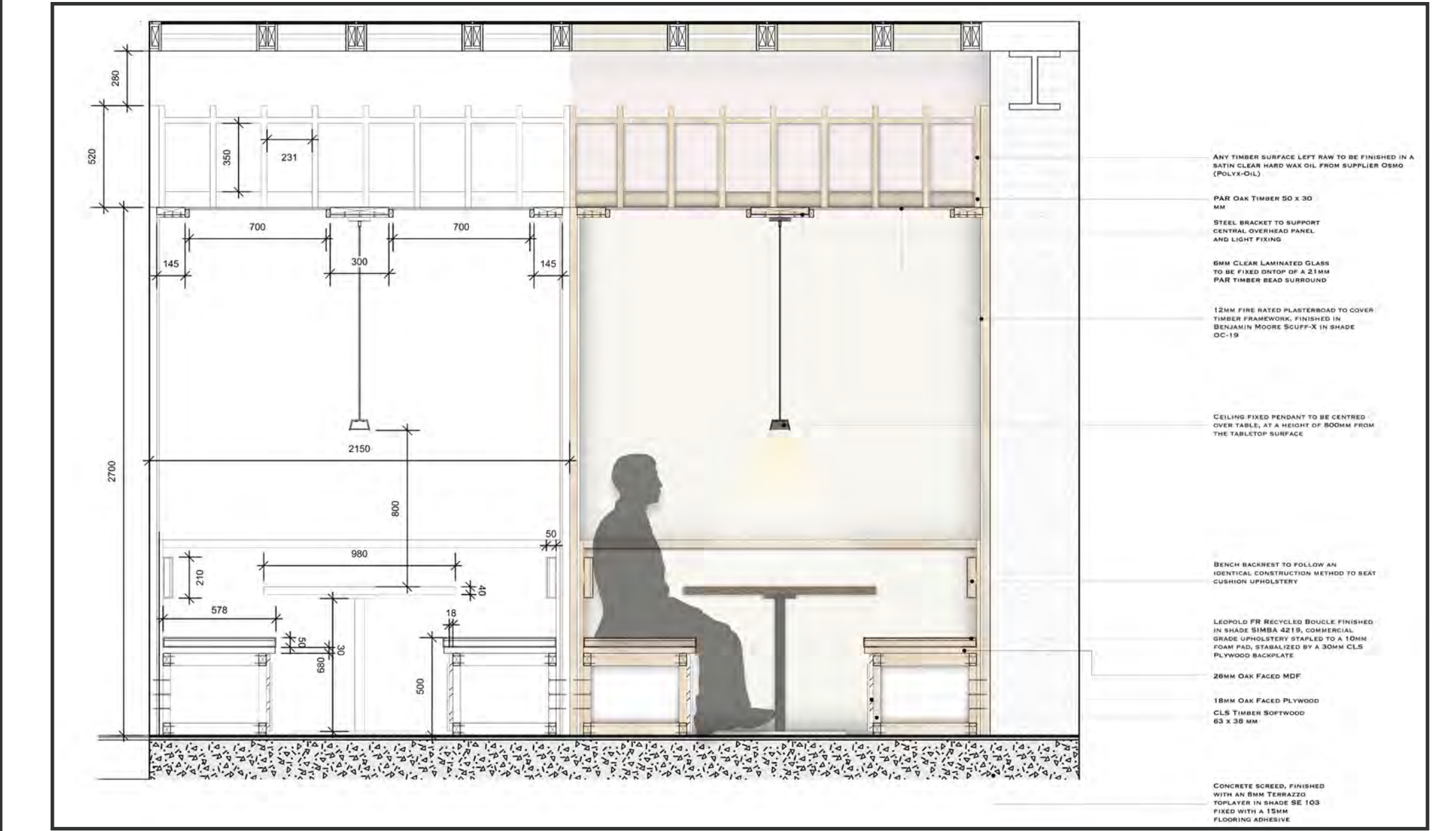
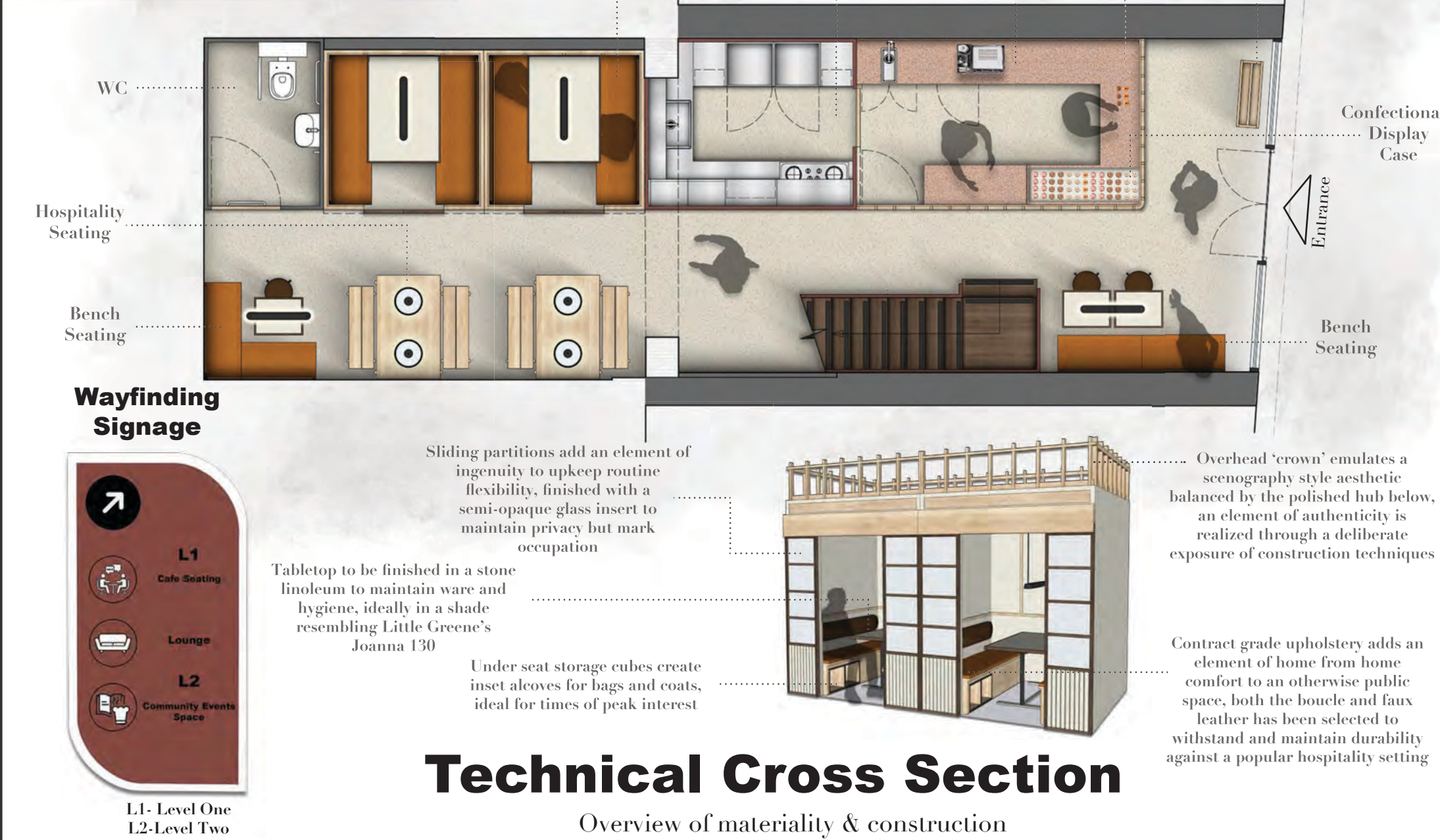


Located within the ground floor enclosed courtyard, private conversation boxes provide spaces of **intimate gathering**. Intended to be versatile in intention, **their nature can be enjoyed by both locality and chatty café members** at any given time, characterized by an ideology that instills comfortability and **welcomes spontaneous chats**. Overhead, light exchanges filter light downward, diffusing dim ambiance and re-inventing atmosphere to evoke **belonging**

GROUND FLOOR

'The Classic Neighbourhood Spot'

Live Patisserie Demonstrations & Non-profit Meet-ups



Technical cross section of the private conversion boxes located within the ground floor enclosed courtyard

In-person Exchanges

Adaptable Seating & Shared In-person Conversation

FLOOR 01



Sustainable Packaging Solutions

Packaging for orders and takeaways will use recycled and recyclable materials, finished with a high end 'crocodile' tear seal



Rewards Card Exemplar



An example of a customer rewards card presented at point of first purchase with Donutelier. The idea is as such to encourage regular and repeated visitation allowing the new site to become somewhat of a 'hive' of locality and close-knit community.

Workshop Poster Exemplar

Example of a re-branded poster advertising brand led workshop sessions that aim to act as 'ice-breakers' between unlikely friends, where conversation is expressed freely over shared interest. Careful attention to weekday timings have been taken into accord with events falling into the pre-show category.



Chatty Cafe Sessions Poster Exemplar

Example of a poster specifically made to advertise regular chatty cafe sessions and brand partnership. Visitors are given clear information on what expectations these sessions are likely to follow and how new-commers can get involved.

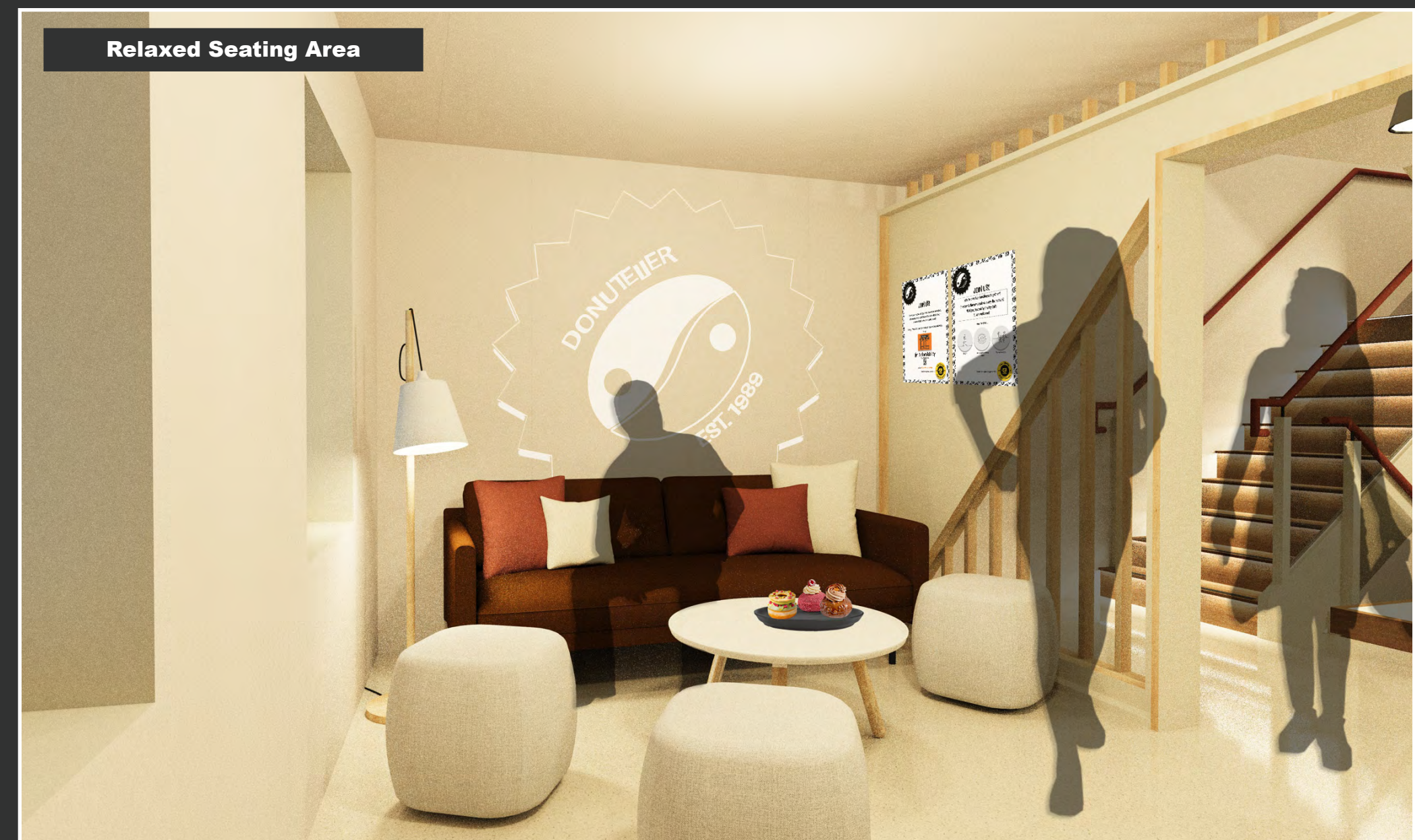


Hospitality Seating



Characterized by a series of **group seating spaces**, upper floor attitudes prioritize site popularity, accommodating peak times where grabbing a seat on the ground floor may be unlikely. Classic in style tables and chairs invite **close-knit gathering**, ranging from tired shoppers to non-profit clientele. By retaining an open-ended typology regarding seating the site becomes a hive for flexible routine, never strictly dictating space function as to appear transitional and compliant

Relaxed Seating Area

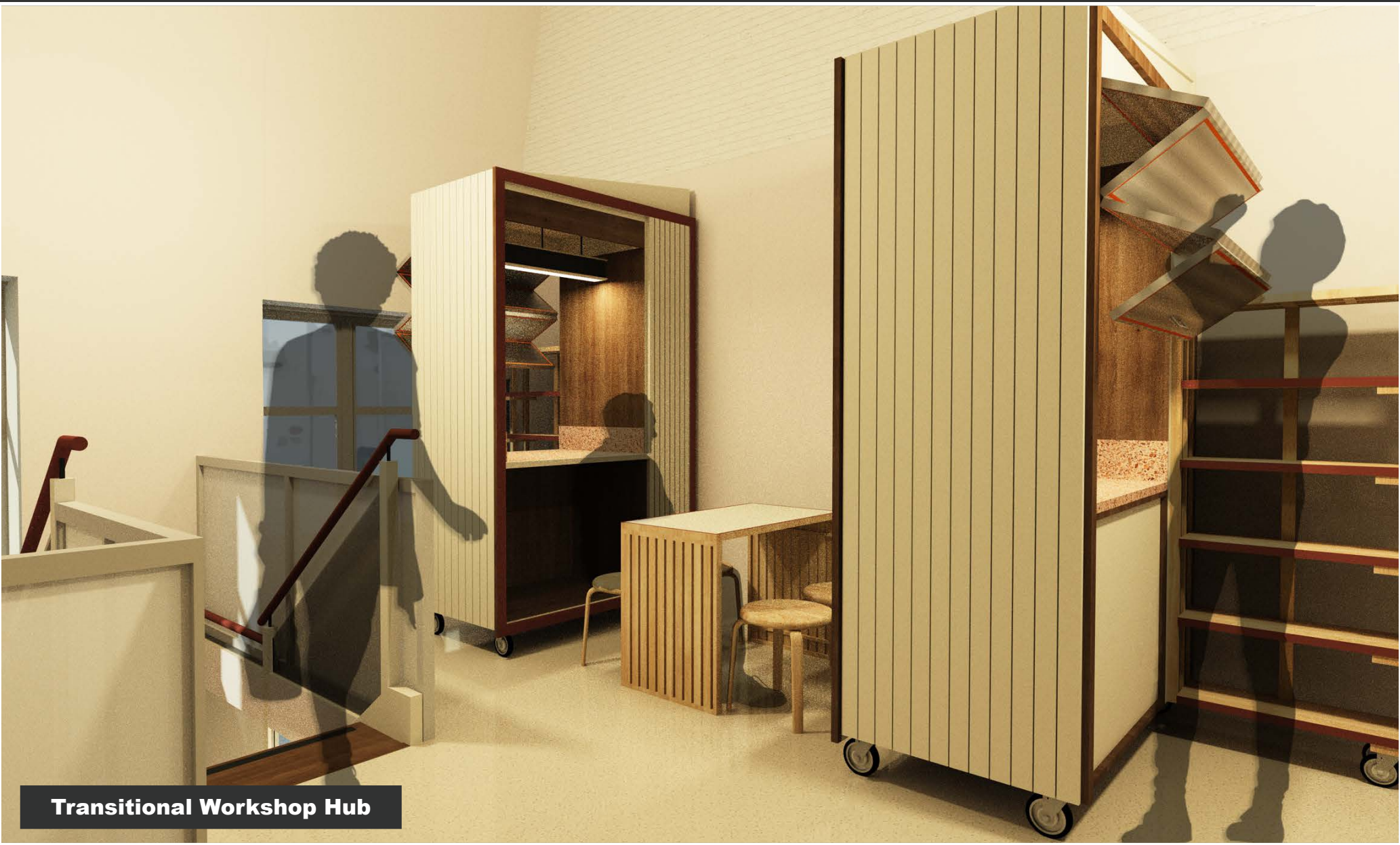


With a range of clientele expected to cross the threshold, **relaxed seating zones** prioritise comfort, a quintessential staple of long stay **gathering and belonging**. Overlooking the bustling nature of the street below guests are invited to stay a while and immerse themselves in indulgent patisserie, bonding over **authentic conversation and shared in-person experience**



Community Events Hub

Recognised for its flexible and relaxed nature, the **community events hub** awaits re-imagination. Ideal for **close-knit meetups and supportive get-togethers**, its exterior boasts a series of stackable seating blocks, tailoring events to their own specific agenda. Individuals and volunteers can **re-invent space functionality** to suit specific themes with the sole aim of shifting perspectives into a greater state of optimism. Positioned along the third-floor façade, evening sunlight floods its interior enhancing visitor spontaneity and comfort upon arrival.

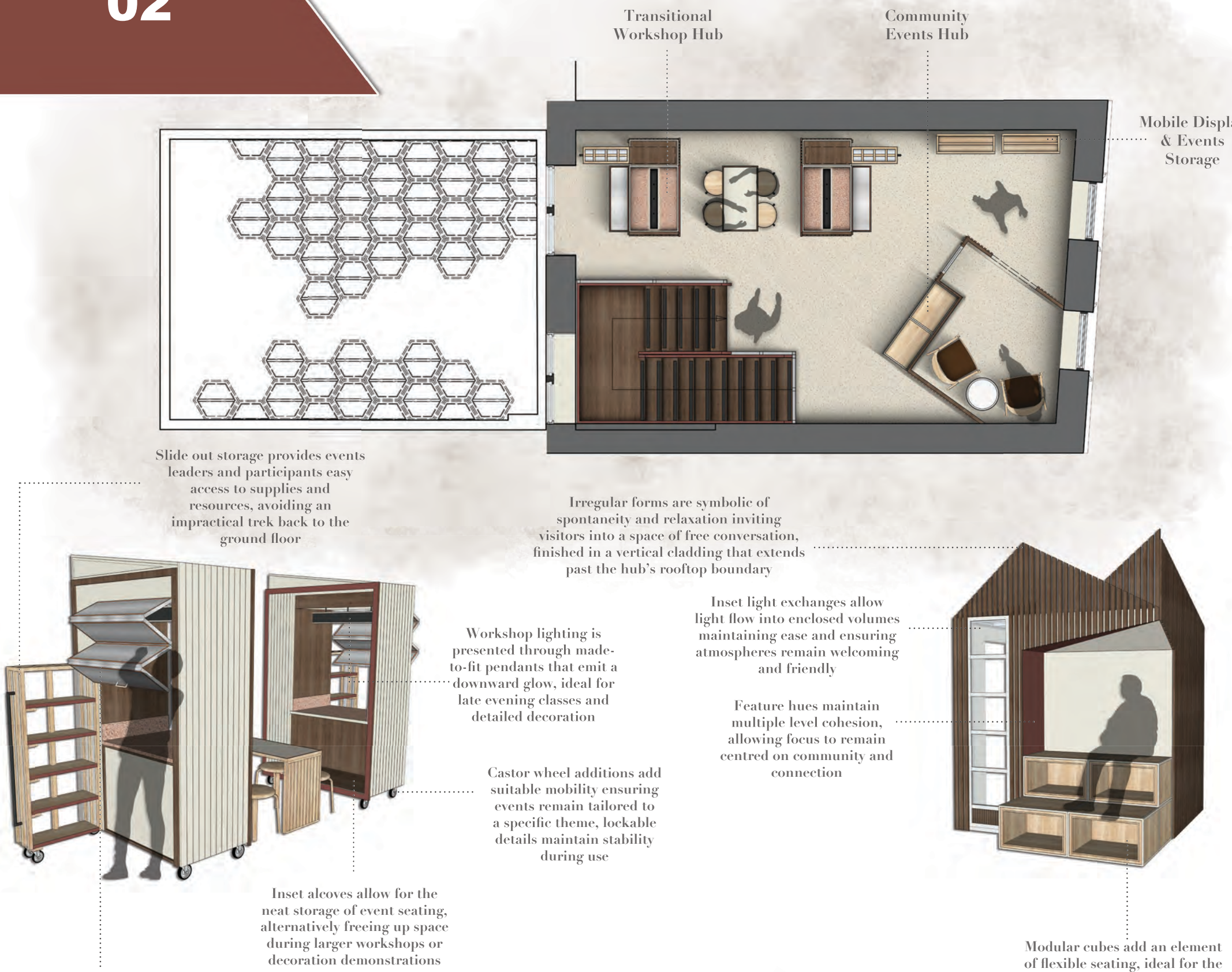


Transitional Workshop Hub

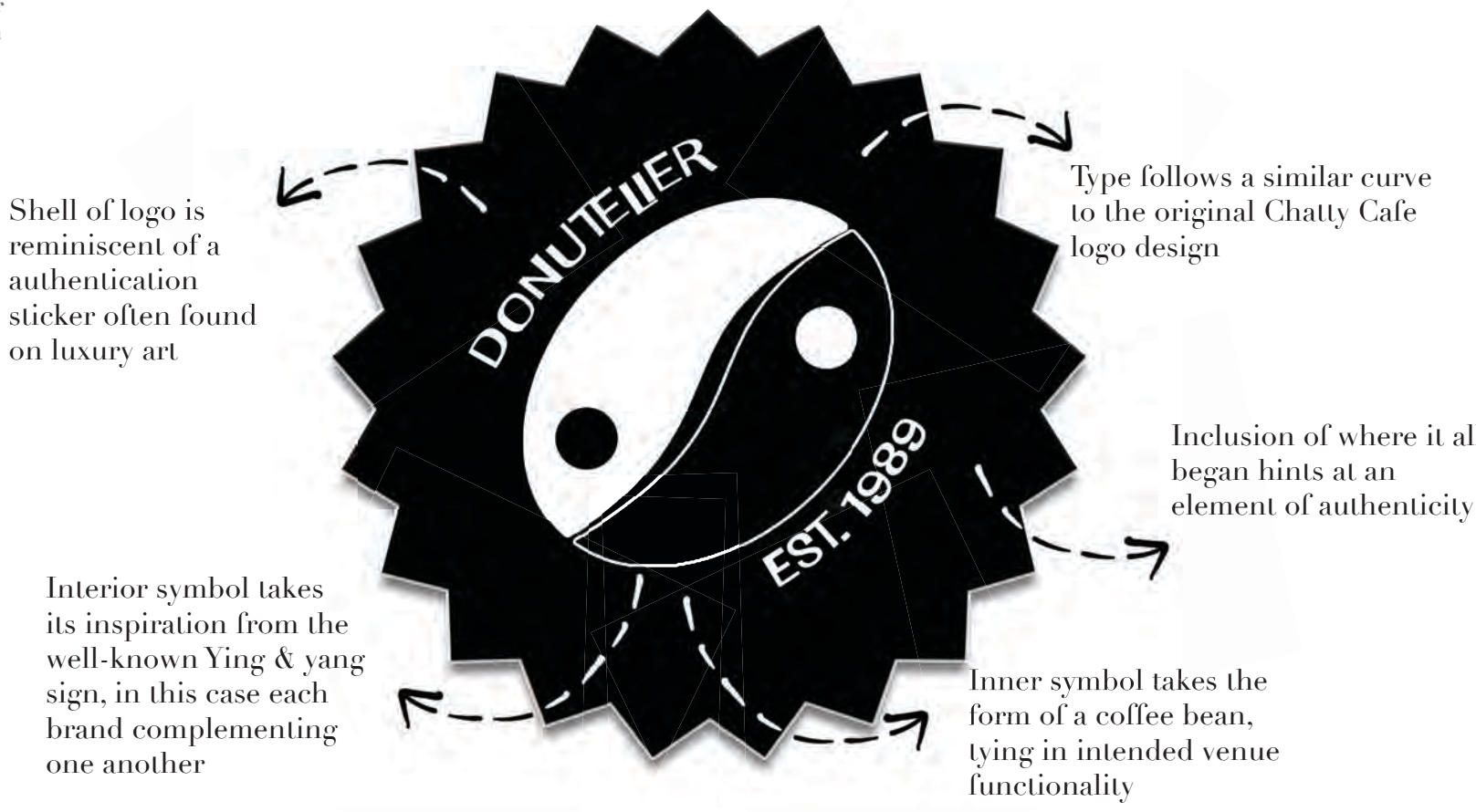
With a dedicated floor boasting **community collaboration**, the **workshop hub** comes alive of a weekend. Customers, locality and tourists are invited to attend **'icebreaker' workshops**, dedicated to the art of patisserie, an **interactive event** that captures attention and allows like-minded interest to **connect and re-invent community attitude**. Typically led by Donutelier, brand scope is also furthered, **establishing identity with surrounding locality and instilling trust within community networks**.

FLOOR 02

Community Hotspot Brand-led Workshops & 'Ice-breaker' Events



Newly Proposed Logo-



With branding providing the grounds on which outsider scope is generated, posters and flyers should be placed in and around the local area, within the adjacent Tottenham Court Road station and on street corners to draw in events goers and attract attention from visiting individuals and locality.