

Paradox

Market

Introducing the Paradox Complex: In a world over-run by single-use plastics and low-quality fast food, Paradox has a clear mission—to prioritize health and wellness for its members. Located at 152 Waterloo Road, the complex offers a range of spaces dedicated to improving lives in a sustainable way.

On the ground and first floors, a high-quality market ensures only the finest products make it to the shelves. The focus is on curating exceptional finds for customers.

The second floor houses a private members lounge and a restaurant that celebrates the art and performance of cooking.

The third floor hosts a spa and fitness club with studios for various classes. Members can choose from a wide array of fitness activities, ensuring there's something for everyone.

On the fourth floor, a rooftop bar awaits with both indoor and outdoor spaces. Here, visitors can unwind by a heated pool while enjoying views of the city.

At the Paradox Complex, sustainable choices and a commitment to quality are the priority. It's a sanctuary that fosters well-being, offering a glimpse of a world where coexistence and balance are not paradoxes, but realities to be treasured.



Paradox Market

Paradox Market is a sustainable market that focuses on providing high-quality goods while prioritizing sustainable materials and harvesting practices. Paradox uses recyclable packaging for their products, offering a return system where customers can exchange used packaging for points and other benefits. Paradox Market also works closely with local suppliers who follow sustainable practices, such as organic farming and fair trade. They prioritize renewable and recyclable materials in their products and support responsible harvesting methods, including sustainable agriculture and responsible fishing. By promoting sustainability throughout their operations, Paradox Market aims to offer a sustainable shopping experience to its customers.



One way to reinforce these values and encourage shoppers to buy ethically sourced fish is through introducing a seal that reinforces sustainable sourcing and is placed on all products that match this needed standard.



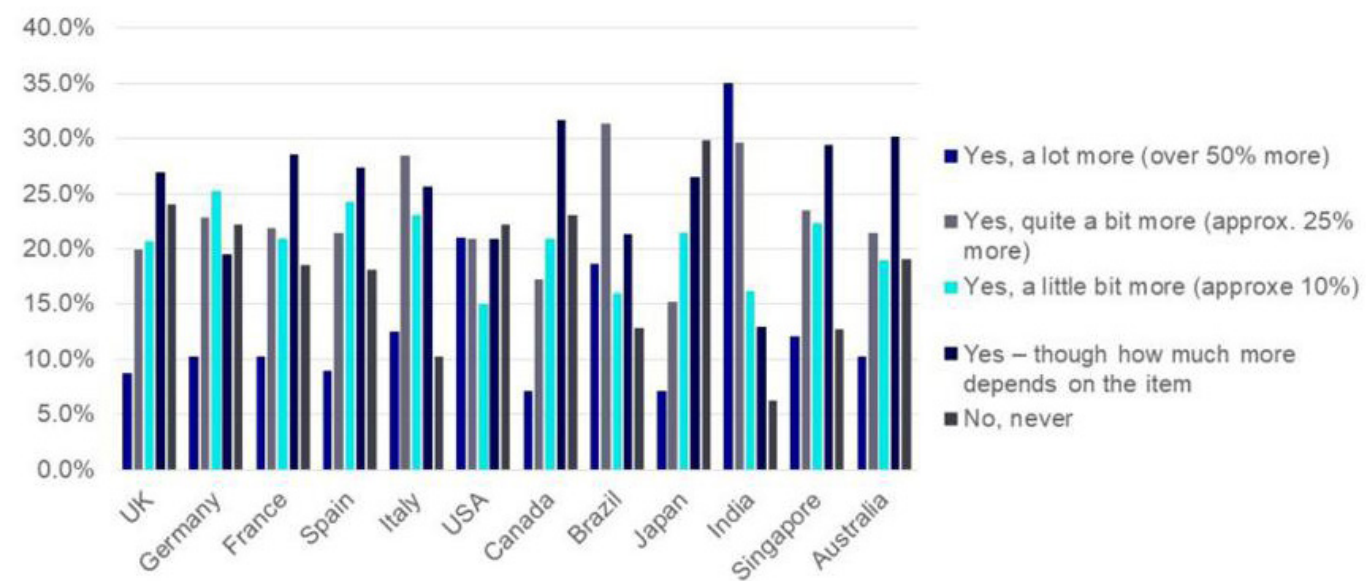
In the rendered visuals of Paradox Market, there is a central surface for refills. Customers can choose the size they want from reusable container options available. To the left, there are cylinders housing refillable products, organized by category.



In the image, there is a display featuring a wide range of products, all of which are already packaged in reusable containers. This sustainable packaging approach promotes waste reduction and encourages customers to adopt a more environmentally friendly shopping experience.

A Study conducted By Forbes Magazine on whether consumers care or not about if the products they shop for are ethically sourced or not the response was:

"When asked whether purchasing ethically sourced and/or produced products matters, 81 percent of respondents said yes. What is interesting is that nearly 20 percent of these survey respondents said that it has only mattered to them within the last year, which indicates that the Covid pandemic, and some of the product shortages we have faced, has made consumers re-evaluate their stance on ethical sourcing."



What measures can supermarkets adopt to become more sustainable?

"When asked whether purchasing ethically sourced and/or produced products matters, 81 percent of respondents said yes. What is interesting is that nearly 20 percent of these survey respondents said that it has only mattered to them within the last year, which indicates that the Covid pandemic, and

Reducing food waste: Supermarkets can work to reduce food waste by donating unsold food to food banks or charities, using innovative packaging that helps to extend shelf life and implementing more efficient supply chain practices.

Promoting sustainable sourcing: Supermarkets can promote sustainable sourcing by using certifications such as Fairtrade, Rainforest Alliance, and Organic to ensure that products are produced in an environmentally and socially responsible way.

Using renewable energy: Supermarkets can reduce their carbon footprint by using renewable energy sources to power their stores.

Encouraging sustainable transport: Supermarkets can encourage sustainable transport by promoting public transport, bike parking, and electric vehicle charging stations at their stores.

Minimizing packaging: Supermarkets can reduce the amount of packaging they use by using lightweight and biodegradable materials and promoting reusable packaging options.

Implementing recycling programs: Supermarkets can promote recycling by offering recycling facilities for customers to dispose of their waste, such as paper, plastic, and glass.

Supporting local suppliers: Supermarkets can support local farmers and suppliers by stocking local produce, which reduces the environmental impact of transportation and supports local economies.



To create a more sustainable interior, the furniture and decor items for the space were mostly sourced from second-hand furniture retailers such as 1st Dibs. By giving these pieces a new home, it reinforces the idea that good design can be enduring and enjoyed by different people in various spaces throughout an object's lifetime. This approach also helps to reduce waste and minimize the environmental impact of producing new furniture.

Exemplars:



Manufacturer
-Ligne roset
SIZE
-Height (mm): 805
-Width (mm): 490
MATERIAL
- Leather
LINK
-https://www.1stdibs.com/furniture/seating/sofas/two-seater-togo-sofa-yellow-leather-ligne-roset-1980s-france/id-f_32319832/



Manufacturer
-Moblier International
Size:
-Height: 72 cm
-Width: 74 cm
-Depth: 75 cm
Material
-Upholstery, with a frame made of lacquered metal.
LINK
-https://www.1stdibs.com/furniture/seating/lounge-chairs/alta-chair-oscar-niemeyer-anna-maria-niemeyer-moblier-international/id-f_31242012/

Exemplars:



Manufacturer: Unknown
Material
-Silver
LINK
-https://www.1stdibs.com/furniture/dining-entertaining/sterling-silver/troiana-sterling-silver-ware-set-two/id-f_15936302/

Continuing with the same sustainable design concept, the china, cutlery, and glasses used in the bar and restaurant areas were also sourced from second-hand shops. This adds a unique touch to each plate, fork, or glass, and reinforces the idea that sustainability and uniqueness can go hand in hand.



Manufacturer: Seletti
SIZE:
-Height: 30 mm
-Width: 270 mm
MATERIAL: Porcelain
-LINK
-https://www.1stdibs.com/furniture/dining-entertaining/dinner-plates/seletti-hybrid-ip-azia-dinner-plate-porcelain/id-f_10509501/



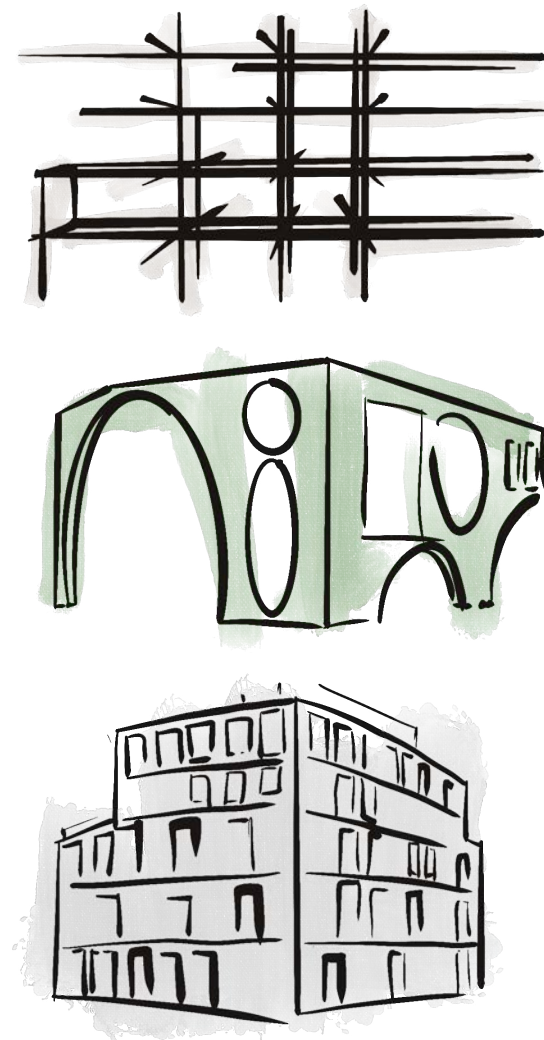
Sustainably re-imagining the site

Materiality

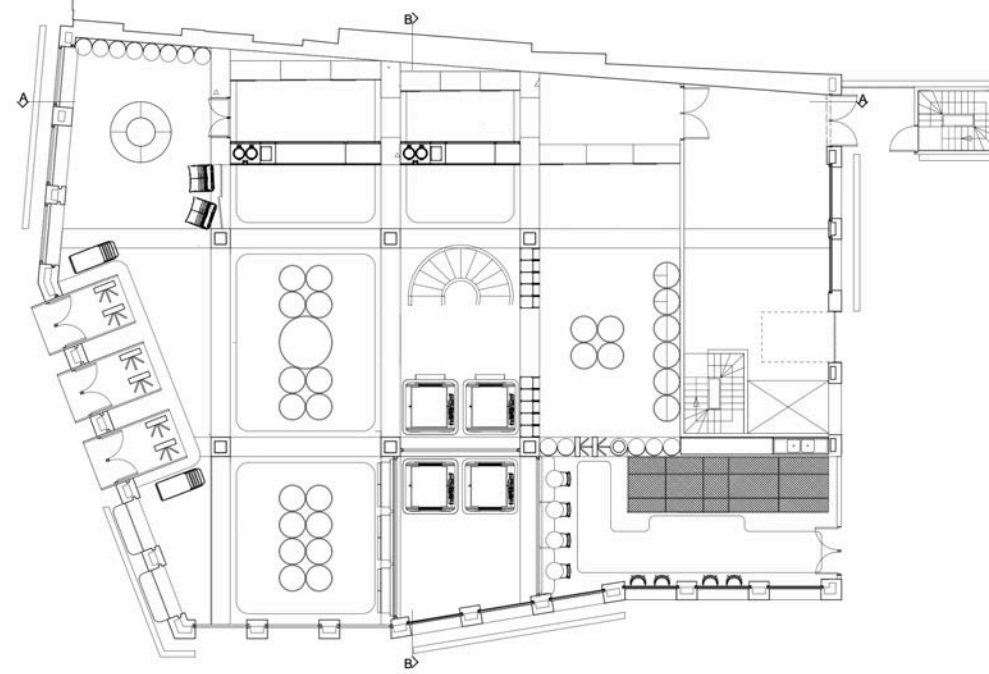
The building will be redesigned by celebrating its existing structural elements and integrating them into the new design. The original internal structural columns will become the focal point, and the new scheme will be centered around their geometry. Instead of tearing original features down, covering them up or disguising them, the columns will be enhanced and showcased as a main design feature. To further enhance the building's structure, the existing structural beams will be extended to the outside, and a new façade will be added in front of the existing one. This will create a visually interesting effect that highlights the building's architectural heritage while bringing a fresh, contemporary aesthetic to the space. Part of the building was clad in Mycelium.



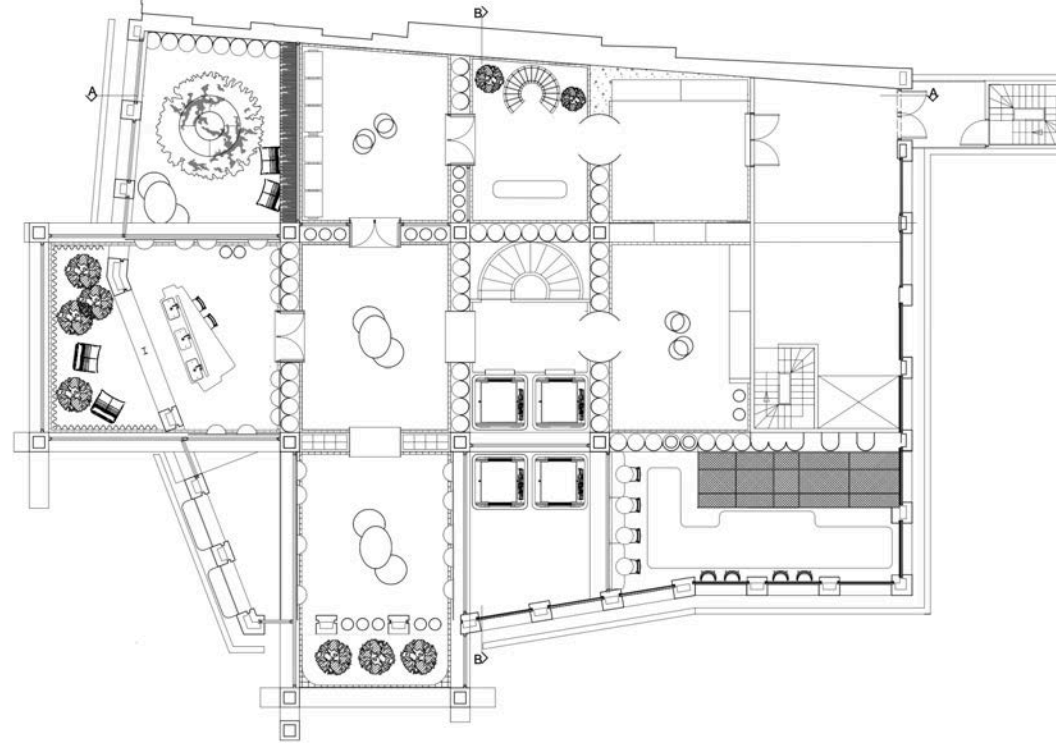
Mycelium is a sustainable and biodegradable material made from mushroom roots that can be molded and textured into various shapes and forms, including embossed patterns. It has a low environmental impact and can be grown using waste products. As a building material, mycelium can be used for insulation, packaging, and even as a replacement for traditional materials like plastic and wood. Its unique properties and versatility make it an exciting new option for sustainable design and construction.



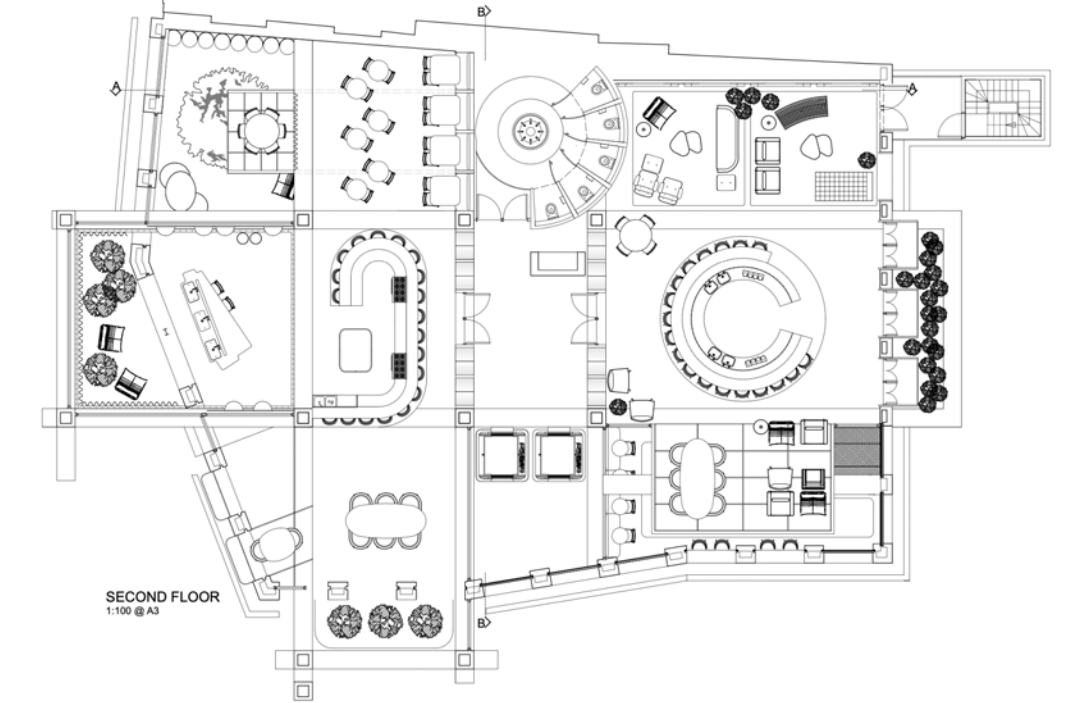
Ground Floor



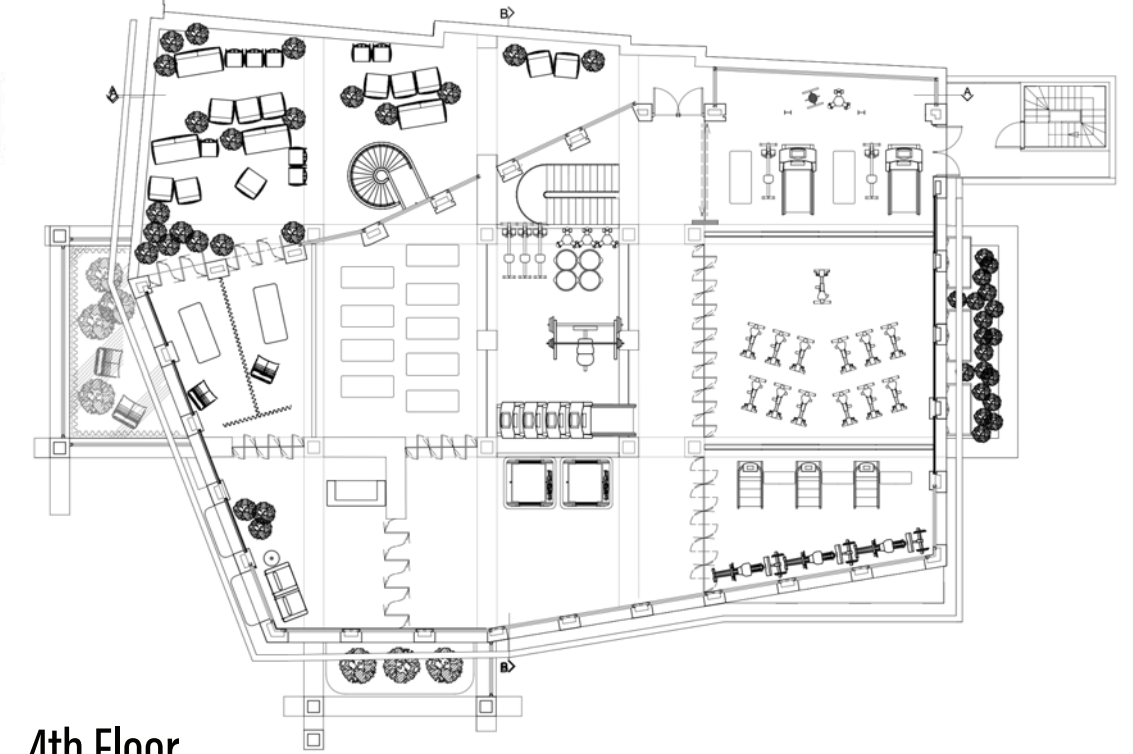
1st Floor



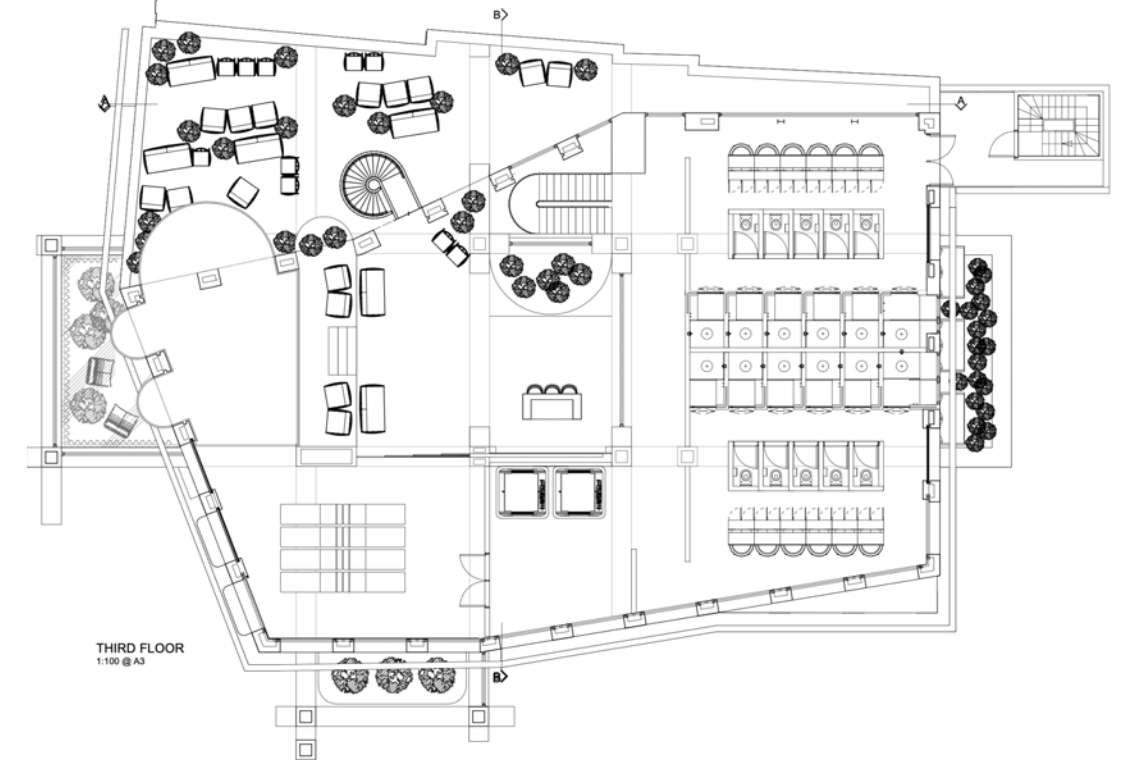
2nd Floor



3rd Floor



4th Floor



The beam structure of Paradox Market's complex plays a vital role in the site's layout. It helps to divide the space effectively, allowing for distinct zones on each floor. On the first floor, the market is organized into small departments within the existing grid of the building. This thoughtful arrangement enables customers to take their time, browse through a wide range of products, and discover offerings from local businesses. In contrast, the ground floor features an open plan layout, creating a dynamic and bustling environment where customers can freely navigate and explore different sections of the market. The strategic use of the beam structure ensures a functional space that enhances the overall shopping experience.

The first image showcases the open concept design of the ground floor at Paradox Market. It offers a spacious and barrier-free layout, allowing customers to browse and shop quickly, with easy access to different sections of the market.



On the bottom-right images, you can envision the departments on the first floor of Paradox Market. These departments are strategically arranged within the existing grid defined by the beams. Each department is designed to have its own designated space, catering to specific product categories or themes. The layout allows for a clear and organized shopping experience, enabling customers to easily navigate and explore the different sections.



Collection of images from other areas of the complex

