

PROJECT BRIEF

PROJECT SUMMARY:

Design a pop up food market that will draw attention and engage with the local community, to bring life back into the Sentinel Square.

THE SITE:

Sentinel Square, Brent Street, London NW4 2EL

THE CLIENT:

The London Borough of Barnet.

EXPECTATIONS:

- The pop up installation should rethink the shopping experience.
- Create a multi-sensory experience for the community.

CONSIDERATIONS:

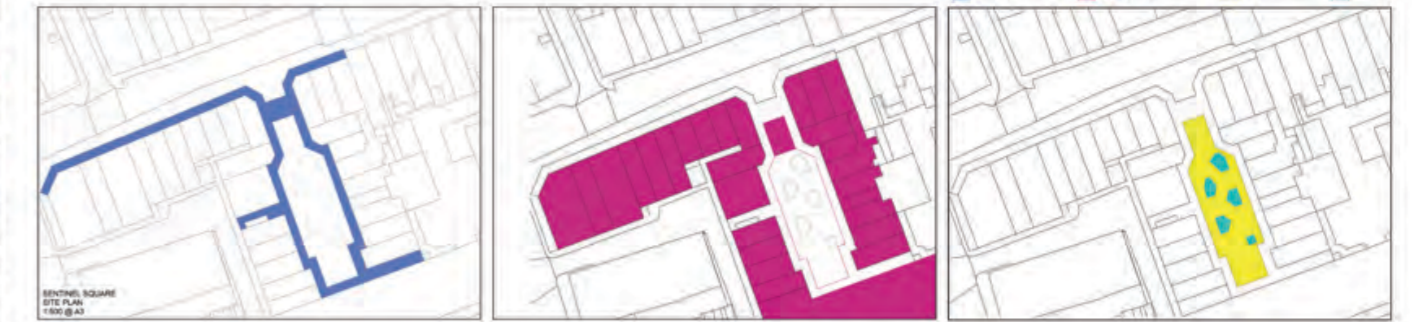
- The pop up can form one structure or multiple which come together.
- Easy to transport to a potential new location.
- Consider the cost and weight of materials.
- Think about incorporating or re-purposing the existing planters within the design.
- The empty/closed shops around the square can be used to benefit the pop up.

SENTINEL SQUARE

Urban Renewal of a neglected inner city shopping area through collaboration between three design programmes, the local community and small businesses.



LOCATION SITE ANALYSIS



SENTINEL SHOPPING CENTRE

- The shopping centre comprise around 32 units.
- All the shops are middle to low class, the majority of them are based on everyday needs.
- Out of 23 shops, only one cafe and one restaurant.
- Good number of shops are closed probably due to the pandemic.
- The sentinel square is open 24/7, but the shops open between 8/9 am and close around 7/8 pm every day, with a pick time between 12 & 3 pm.
- Saturday is very quiet all day, Sunday has a turnout only at lunchtime.

ENTRANCES

- The square has four individual entrances.
- Two main ones are facing west right below the cantilever sign, one facing south and the last on the opposite side leading to the street below the square.
- Very low and narrow with limited natural light coming through.

STRENGTHS

- Large open space with no height limits.
- The square is located in the middle of the shopping centre meaning that people will pass through it.

WEAKNESSES

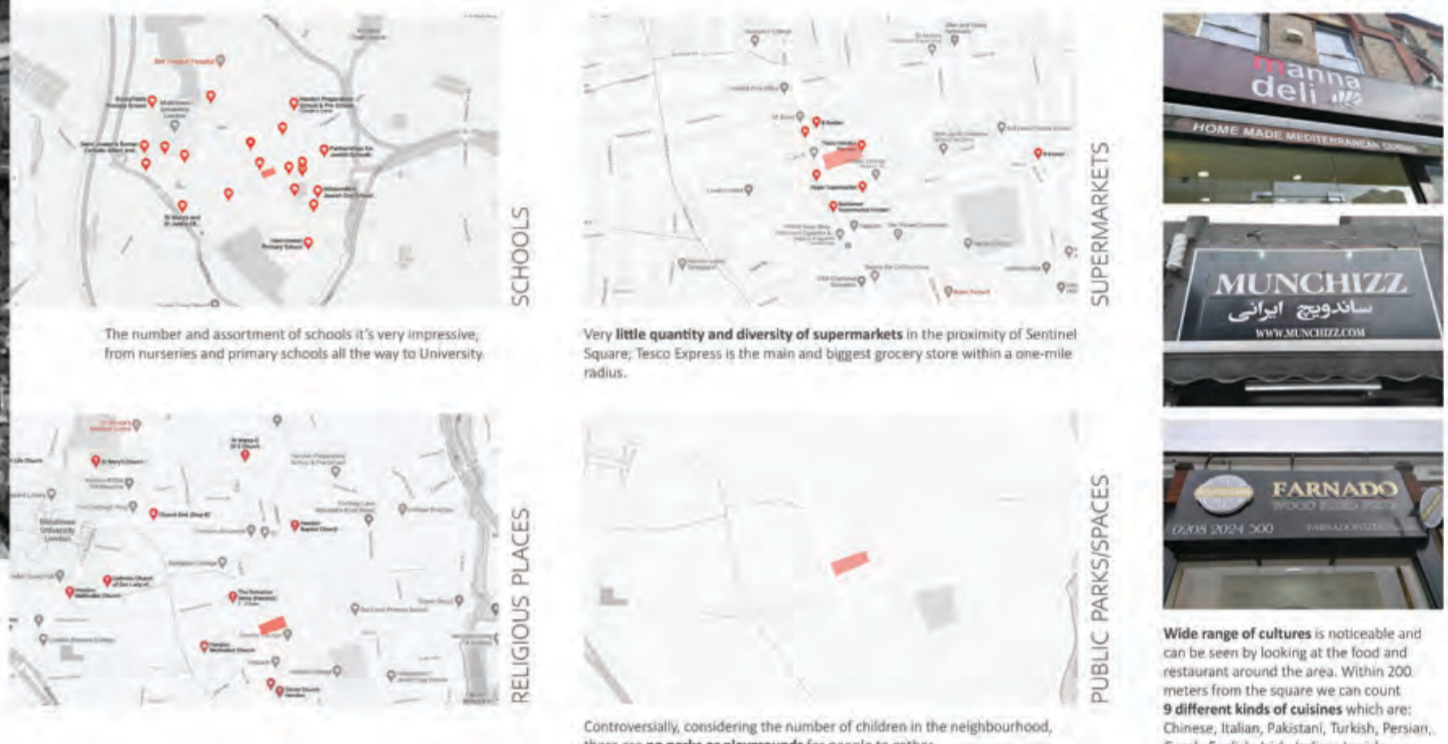
- Planters, seating and lighting can not be removed from the square.
- Noise and pollution from the street.
- Located in an unpleasant area.

OPPORTUNITIES

- Planters and seating can be repurposed, we can build on top or use it as part of the design.

THREATS

- Must take into consideration the weather conditions.



INHABITANTS

THE VISITORS OF THE SENTINEL SQUARE

ETHNICS & CULTURES WITHIN SENTINEL SQUARE.

- 60% of people living in the area where born outside of England.
- There is a very wide range of cultures within this community, some example are, White British, Indian, Black African, Asian and Chinese.
- 40% were born in England, this is 20% lower than the average for London as a whole.

RELIGIONS WITHIN SENTINEL SQUARE.

- Most common religion is Christianity (36.3%) followed by Islam (23.7%)
- Some other less common religions in the area are Hinduism, Judaism and Buddhism.

AGE GROUPS WITHIN SENTINEL SQUARE.

- 21.2% under 16s
- 65% 16 to 64 (working age)
- 13.9% 65 plus (retirement age)



TARGET AUDIENCE: WIDE RANGE OF ETHNICAL BACKGROUNDS AND AGES.

DESIGNING THROUGH COMMUNITY COLLABORATION

CULTURES BRINGING IN COLOUR

SIGNAGE AROUND THE SQUARE



Analysing the site we realised that the only colours within the area come from the shop signs, in contrast to the dull atmosphere of the site. It is also interesting to see such a variation of ethnicities.

MOOD BOARD
LOOK & FEEL OF THE DESIGN

"We wanted to greet visitors with a smile and a celebration of the word, it encourages conversation and lifts the spirits." The artist's bold and playful style incredibly enhances built space and architecture, creating welcoming social spaces. Addition of bold colours and shapes brings the space to life.



POP UP ARCHITECTURE
TREND ANALYSIS



The Movement Cafe, though built as a welcome to visitors for the Olympic Games, appears to be a much more community oriented space. The outdoor amphitheater area provides a relaxed atmosphere for commuters or visitors and hosts storytelling, poetry reading and acoustical performances.



Challenges and combines the concepts of kiosk and street furniture. By using simple hydraulic columns, the object is able to lift up its outside layer and become a customer space like a small retail store. When closed, it gives a sense of strong spaces, that offer shelter from the strong winds and the harsh summer sun. Made from durable vandal-proof materials which also provide comfort.

FOOD MARKET FUNCTION
TREND ANALYSIS



A unique dining experience that focuses on small independent traders, creating a market feel. Shopping continues the brand, it's a great magical flow such a mundane object can become something desirable. The whole assembly is like a giant 3D jigsaw puzzle but the finished result looks deceptively simple with a strong graphic identity.



Bringing the community together by serving diverse food and hosting part events during the night, attracting a wide customer base. The architects used local artists to express their art on the shopping containers to enhance the character of the space.



The individual pavilions have different functions in this case they sell different products but they have been positioned to work together as a whole. They can be arranged in different combinations to suit the needs of the site. Use of a bold colour creates an uplifting visual impact on the visitors.



Carroll Walala creates pop-up Supermarket food store at the Design Museum selling art-designed food. "Aims to help people nourish their creativity." Vibrant colours and bold forms attract the public and encourage creativity, which provide a graphic contrast to the exterior of the Design Museum.



Transforming Oxford Street into a unique mini public space, gives smaller businesses and brands the opportunity to trade. The famed facade transforms a blank facade into a vibrant pop-up retail destination. Experimental street technologies can be launched and experienced by the public.

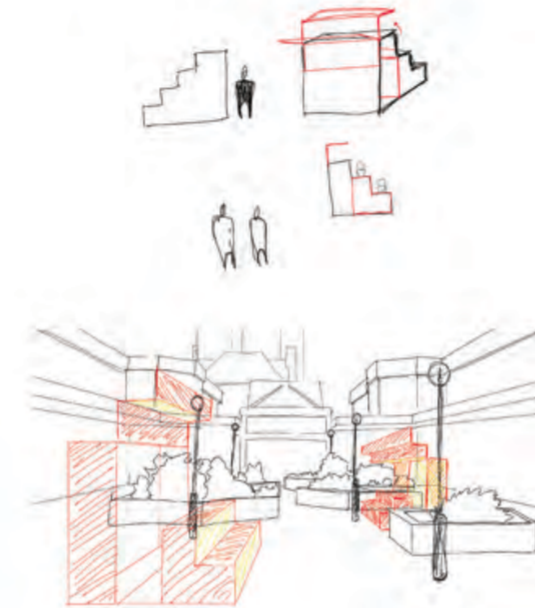


Unlike a typical market, which is arranged in rows, these stalls can be configured to create clusters with a hidden storage space in the middle. Enabling a personal interaction between the farmers and shoppers, they can relate through their produce. The concept, called "urban alms" (urban warehouses), may be quickly and easily opened or closed at any time.

INITIAL SKETCHING
DESIGN DEVELOPMENT



Creating a visually attractive and interesting entrance using colour and shape cut outs, incorporating those same cut outs within the site to establish a relationship between the two.



Market stalls which fold in and out to become a social sitting space for the public during the evening.

Diversity in Design

BOLD
PLAYFUL
GEOMETRIC



UNIVERSAL LANGUAGE OF COLOURS & SHAPES



Final Design Proposal: Multi-functional components encouraging community adaptive ownership



Entrance structure could also be used as seating or a social spot for the public.



Elements of the arch can be taken out by the public and used for extra seats.



Market stall with steps working as seating for customers eating and the cinema.



Original planters have been partly covered with wood to serve as additional seating.

FINAL DESIGN PROPOSAL

SECTION AA

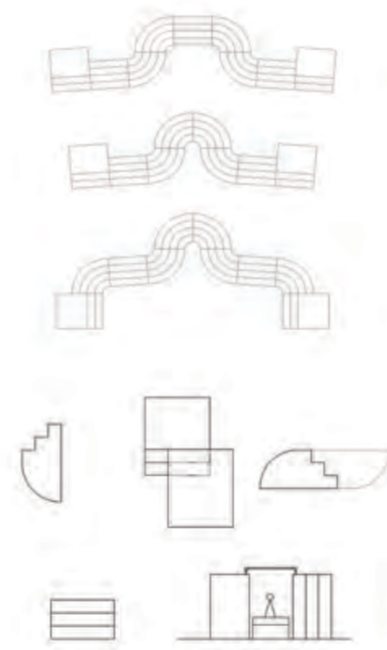


SECTION AA



SECTION AA

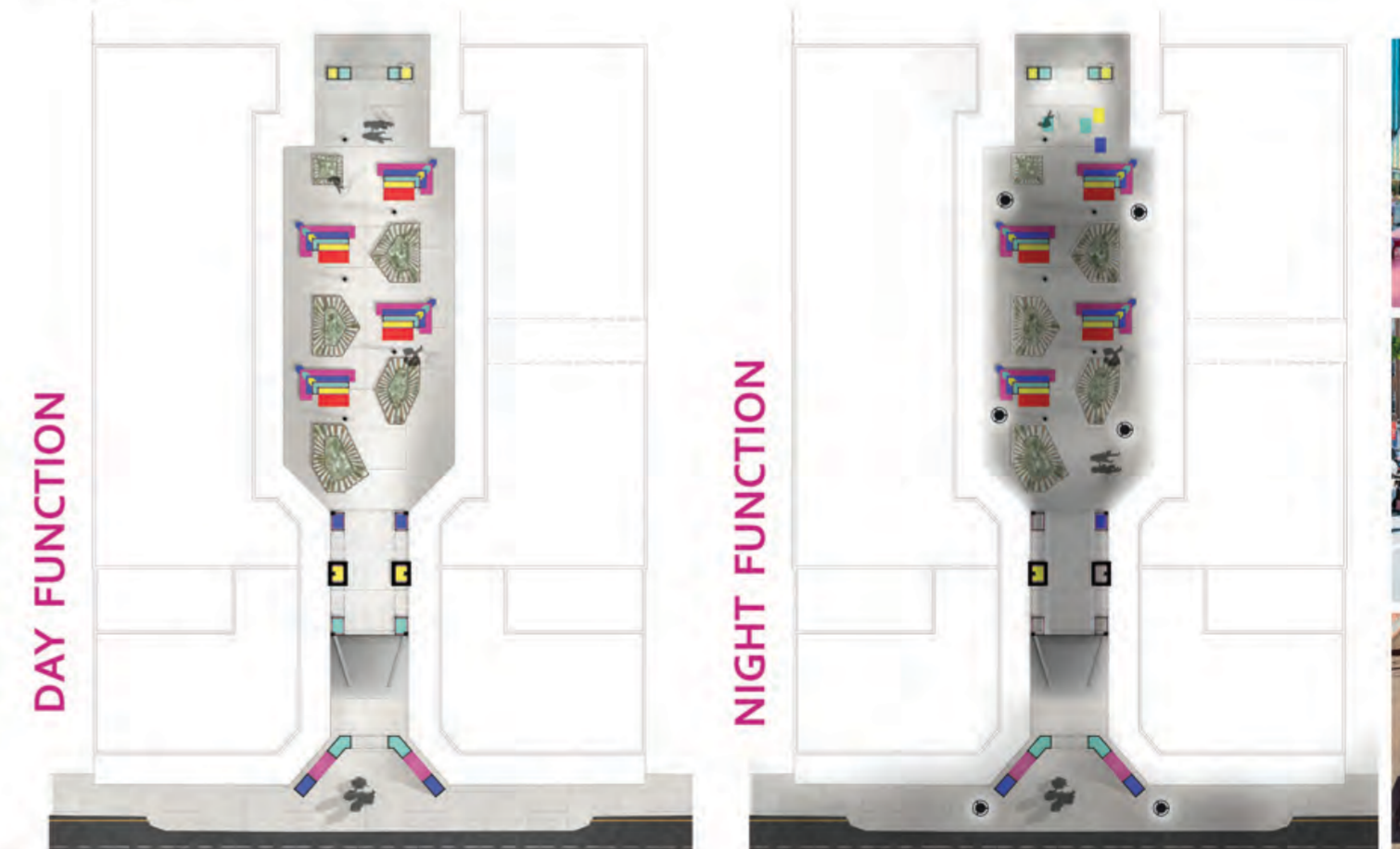
The main structural material is plywood that has been painted in various bold colours.



Looking at different configurations of shapes which would form potential seats for the public.

FINAL DESIGN PROPOSAL

PLAN



DAY FUNCTION

NIGHT FUNCTION



DAY FUNCTION



Seating which can be used by people who order food or when the silent cinema is on.



During the day visitors can enjoy different kinds of foods from all around the world in one place.



A view of the cinema screen located on the brick wall above Tesco and the exit structure.

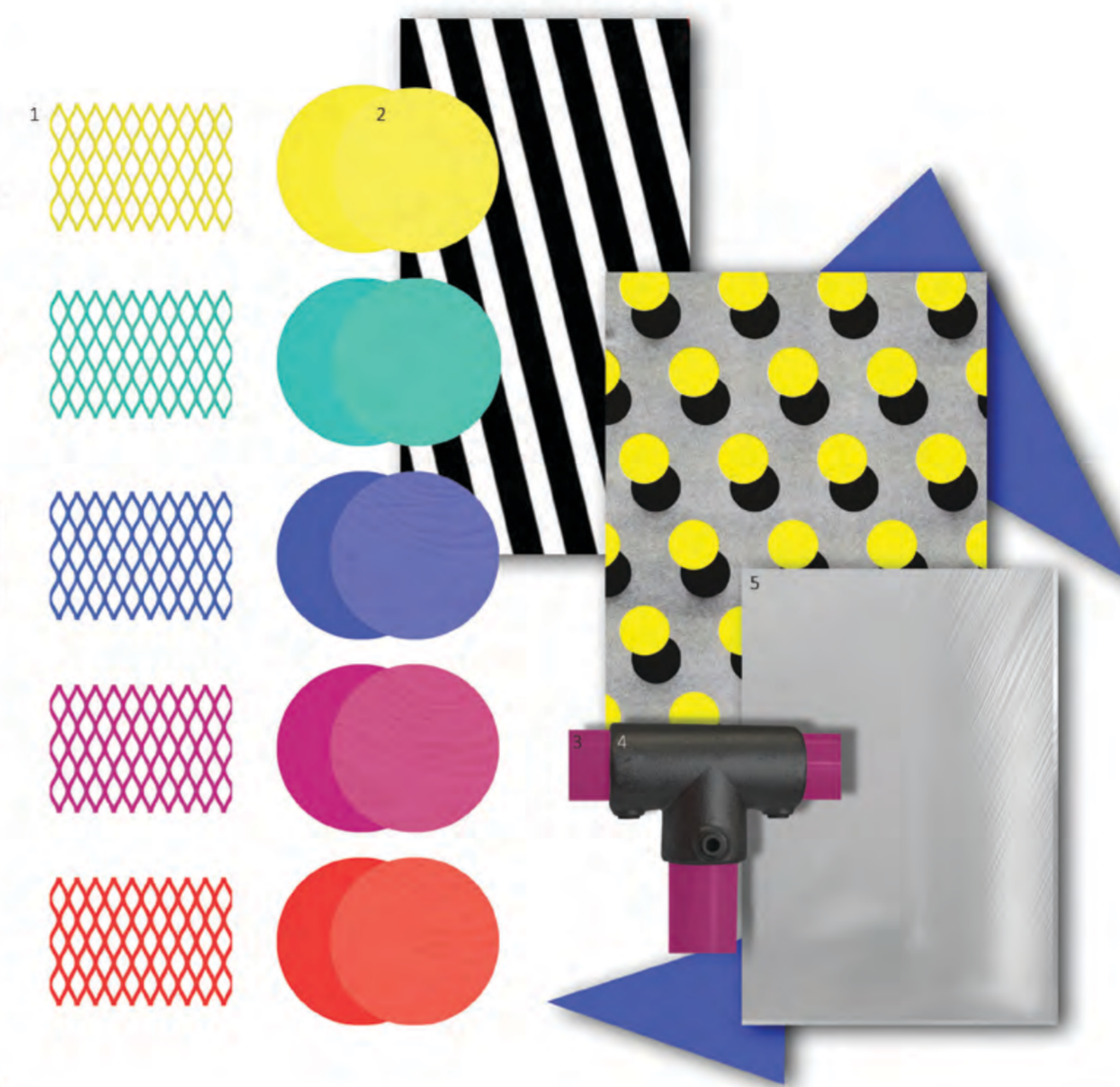


During the night the visitors can enjoy the silent cinema and socialise with the community.

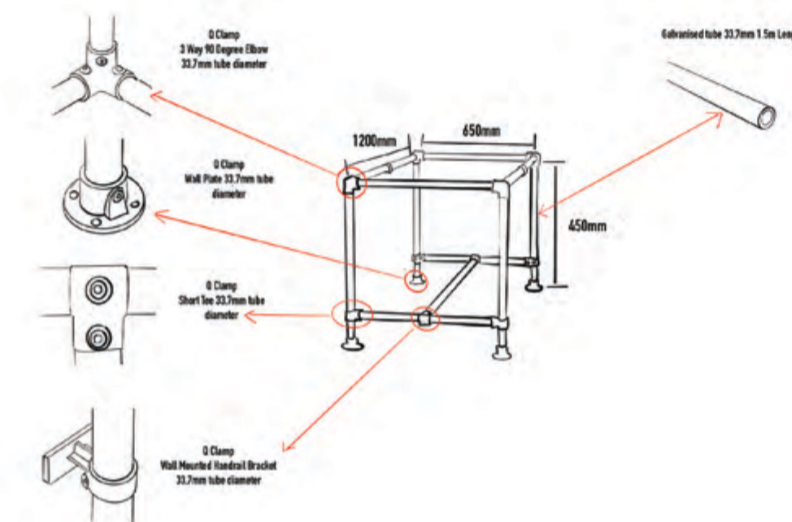


COLOUR & MATERIALITY

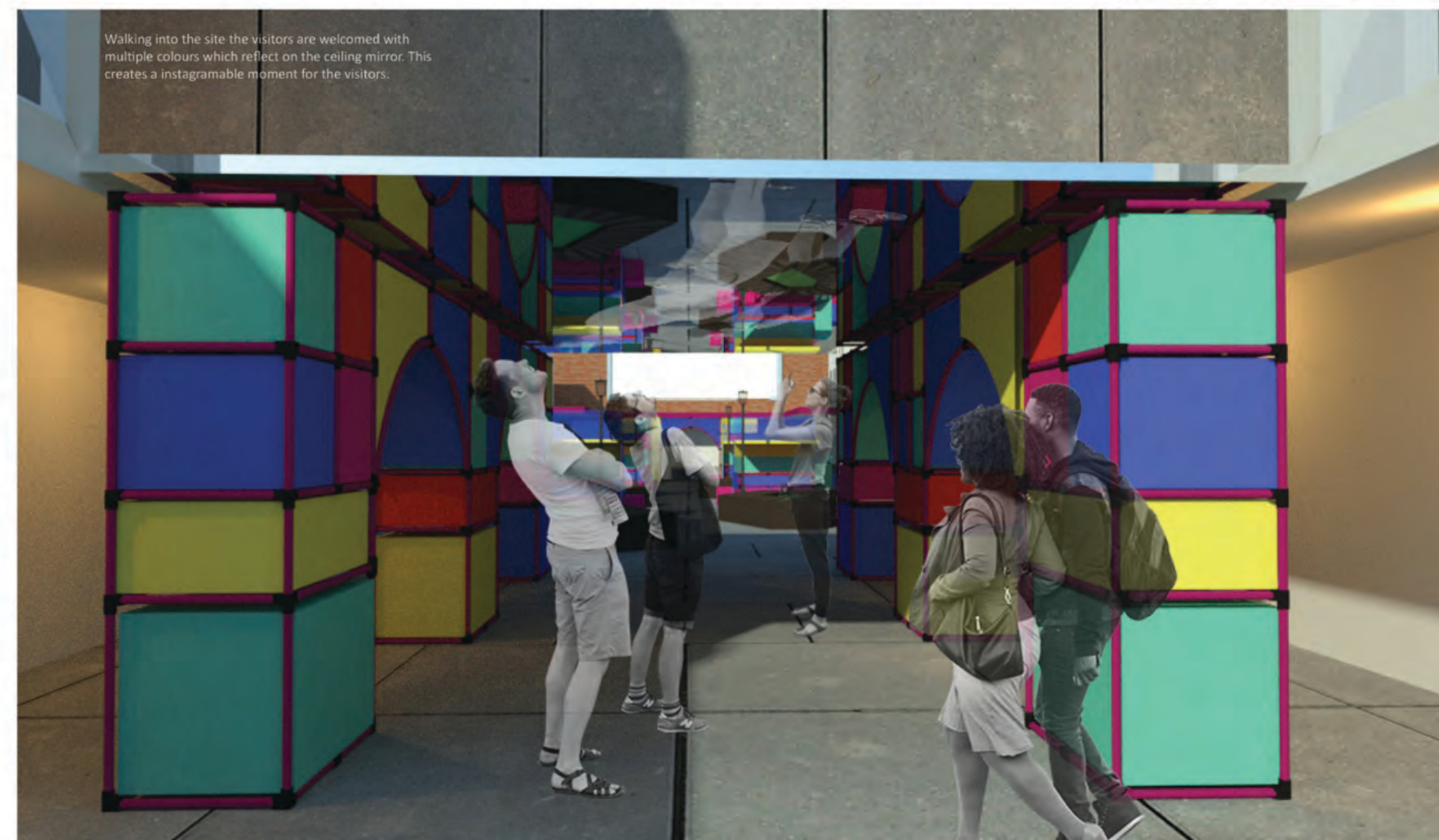
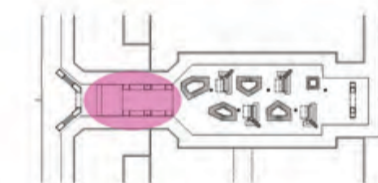
MATERIALS BOARD



- 1. METAL MESH**
Easy to spray paint, adds colour without making the space dark as it lets lights through.
- 2. PLYWOOD (PAINTED)**
Reusable so therefore it is a sustainable option. Can easily be painted to fit the design. Strong surface material which is also light in weight (structures made from it can be easily moved)
- 3. STEEL PIPES**
Strong and durable
- 4. KEE KLAMPS**
Easy to assemble and disassemble therefore very suitable for a pop up structure.
- 5. POLISHED STEEL**
Gives the same effect as a mirror but is cost effective.



Community Food Stalls, Social Seating, Pop-up Silent Cinema



Walking into the site the visitors are welcomed with multiple colours which reflect on the ceiling mirror. This creates an instagramable moment for the visitors.

NIGHT FUNCTION