

UPCYCLING FACTORY

"A building is not just about itself, but the place it anchors and the people it serves. It should adapt and evolve with the changing needs of its occupants." - Bjarke Ingels

REPURPOSE

REPURPOSE GARMENTS LEFT BEHIND BY CUSTOMERS AT THE LAUNDRETTE OR DONATED FAST FASHION ITEMS.

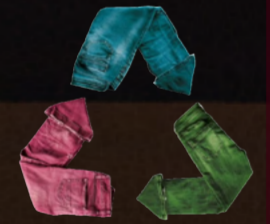
REINVENTING

REINVENTING DEVICES TO MAKE JOB EASIER AND ALSO ACT AS A COOL MACHINERY EXHIBITS IN THE UPCYCLING FACTORY

REVIVAL

REVIVAL BY SHOWCASE THEIR CREATIONS ON A MAKESHIFT RUNWAY WITHIN OUR FACTORY CELEBRATES NOT ONLY THE BEAUTY OF SUSTAINABLE FASHION BUT ALSO THE DIVERSE EXPRESSIONS OF PERSONAL STYLE AND CREATIVITY.

REINVENTING IDENTITY CONCERN



SITE ANALYSIS

COAL DROPS YARD. KING'S CROSS W1F 0QB

STRENGTHS:

PRIME LOCATION: LOCATED IN KING'S CROSS, A VIBRANT AREA OF LONDON.
 UNIQUE ARCHITECTURE: RENOVATED VICTORIAN WAREHOUSES PROVIDE AESTHETIC APPEAL.
 DIVERSE TENANT MIX: HOSTS A VARIETY OF ESTABLISHED AND EMERGING BRANDS.
 PARTNERSHIP WITH WOLF & BADGER: OFFERS CURATED SELECTIONS, ENHANCING APPEAL.
 STRONG BRANDING: EMPHASIZES HERITAGE AND CONTEMPORARY CULTURE, APPEALING BROADLY.

WEAKNESSES:

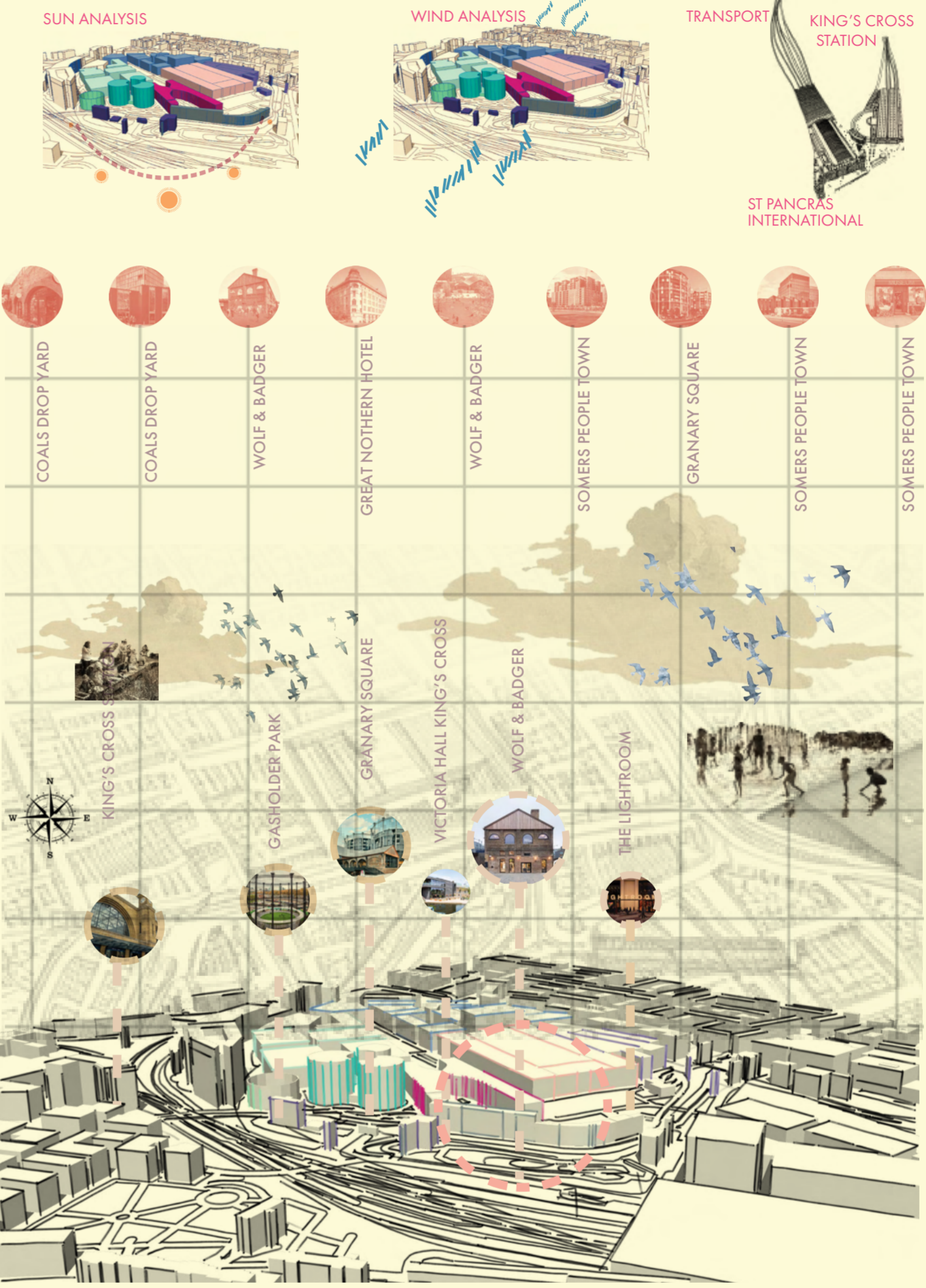
LIMITED FOOTFALL: POTENTIAL CHALLENGE COMPARED TO MORE CENTRAL LOCATIONS.
 COMPETITION: FACES COMPETITION FROM OTHER RETAIL DESTINATIONS AND ONLINE RETAILERS.
 HIGH OPERATING COSTS: MAINTAINING HISTORIC BUILDINGS MAY LEAD TO HIGHER EXPENSES.
 WEATHER DEPENDENCY: OUTDOOR SPACES MAY BE LESS ATTRACTIVE DURING BAD WEATHER.
 LIMITED PARKING: AVAILABILITY OF PARKING SPACES NEARBY MAY DETER SOME CUSTOMERS.

OPPORTUNITIES:

EXPANSION OF OFFERINGS: EXPLORE PARTNERSHIPS WITH MORE UNIQUE BRANDS.
 DIGITAL INTEGRATION: UTILIZE TECHNOLOGY TO ENHANCE THE SHOPPING EXPERIENCE.
 EVENTS AND EXPERIENCES: HOST EVENTS TO ATTRACT MORE VISITORS.
 LOCAL PARTNERSHIPS: COLLABORATE WITH LOCAL BUSINESSES TO STRENGTHEN TIES.
 TOURISM GROWTH: ATTRACT TOURISTS SEEKING UNIQUE EXPERIENCES.

THREATS:

ECONOMIC UNCERTAINTY: DOWNTURNS COULD REDUCE CONSUMER SPENDING.
 CHANGING CONSUMER PREFERENCES: SHIFTS TOWARDS ONLINE SHOPPING COULD IMPACT FOOTFALL.
 REGULATORY CHANGES: CHANGES IN REGULATIONS MAY AFFECT OPERATIONS.
 PANDEMICS AND HEALTH CRISES: DISRUPTIONS TO OPERATIONS DUE TO HEALTH CRISES.
 RISING RENTS: INCREASES IN RENTAL COSTS COULD SQUEEZE PROFIT MARGINS.



CONCEPT

TRANSFORM THE WOLF & BADGER SITE INTO A MULTI-FACETED HUB FOR SUSTAINABILITY, ENCOMPASSING:

MANUFACTURING FACTORY SHOWCASE



BROADER COMMUNITY ENGAGEMENT BEYOND MANUFACTURING A SUSTAINABLE PRODUCT. SHOWCASE ALLOWING CONSUMERS TO UNDERSTAND THE ENTIRE LIFECYCLE OF THE PRODUCT, FOSTERING AN INFORMED CONSUMER BASE. BUILDING TRUST AND ENCOURAGING COMMUNITY INVOLVEMENT THROUGH TRANSPARENCY.

ZERO WASTE STORE



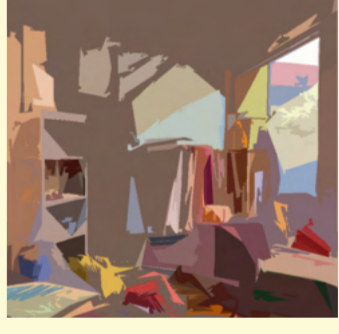
INCORPORATION OF A POP-UP ZERO WASTE STATION PROMOTING REUSABILITY AND REDUCING PACKAGING WASTE. PROMOTION OF A SUSTAINABLE LIFESTYLE, ALIGNING WITH ENVIRONMENTAL GOALS AND ADDRESSING CHALLENGES FACED BY BUSINESSES IN THE COAL DROPS YARD AREA.

CLOTHING REPURPOSING WORKSHOP



CLOTHING REPURPOSING WORKSHOP: RECOGNITION OF POTENTIAL EXCESS CLOTHES FROM THE LAUNDRETTE. WORKSHOP FOR REPAIR, TAILORING, AND DESIGN TO REDUCE TEXTILE WASTE AND ENCOURAGE CREATIVITY WITHIN THE COMMUNITY.

THRIFTING SHOP



PROMOTE SUSTAINABLE FASHION THROUGH CLOTHING REUSE, CUTTING WASTE, AND CONSERVING ENERGY. THEY ENDORSE A CIRCULAR ECONOMY, REDUCING NEW MATERIAL DEMAND AND PRESERVING RESOURCES. BY REPURPOSING BUILDINGS, THEY MINIMIZE ENVIRONMENTAL IMPACT AND ENCOURAGE MINDFUL CONSUMPTION, STRENGTHENING COMMUNITIES.

INTRODUCTION

IN MY UPCYCLING FACTORY, I AM COMMITTED TO ADDRESSING CRITICAL ENVIRONMENTAL CHALLENGES SUCH AS CLIMATE CHANGE, ENERGY USE, RESOURCE DEPLETION, AND BIODIVERSITY LOSS, WHILE DEMONSTRATING PRACTICAL WAYS FOR PEOPLE TO LIVE WITHIN EARTH'S NATURAL LIMITS. MY ZERO WASTE STATION POP-UP STORE HIGHLIGHTS THE IMPORTANCE OF REDUCING WASTE AND ENERGY CONSUMPTION THROUGH THE PROMOTION OF UPCYCLED PRODUCTS AND ECO-FRIENDLY ITEMS. EDUCATIONAL DISPLAYS AND WORKSHOPS EMPOWER VISITORS TO ADOPT SUSTAINABLE LIVING PRACTICES, DIRECTLY CONTRIBUTING TO CLIMATE CHANGE MITIGATION. MY THRIFTING SOCIAL HUB FURTHER EMPHASIZES RESOURCE CONSERVATION BY ENCOURAGING THE DONATION AND REUSE OF PRE-LOVED CLOTHING, THEREBY REDUCING TEXTILE WASTE AND THE DEMAND FOR NEW RESOURCES. TAILORING WORKSHOPS FOSTER CREATIVITY AND SKILL DEVELOPMENT, ALLOWING PARTICIPANTS TO BREATHE NEW LIFE INTO DISCARDED GARMENTS, WHICH HELPS EXTEND THE LIFECYCLE OF TEXTILES AND COMBAT RESOURCE DEPLETION.

THE EXPRESSIVE FASHION SHOW ON OUR CATWALK STAGE SHOWCASES THE BEAUTY AND INNOVATION OF SUSTAINABLE FASHION, OFFERING A POWERFUL PLATFORM TO CHALLENGE THE FAST FASHION INDUSTRY'S DETRIMENTAL EFFECTS ON BIODIVERSITY AND THE ENVIRONMENT. BY REPURPOSING MY EXISTING FACTORY SPACE FOR THESE INITIATIVES, I UNDERSCORE THE IMPORTANCE OF BUILDING REUSE AND DEMONSTRATE A SUSTAINABLE MODEL FOR COMMUNITY ENGAGEMENT AND ENVIRONMENTAL STEWARDSHIP. THIS MULTIFACETED APPROACH NOT ONLY ADDRESSES PRESSING ENVIRONMENTAL ISSUES BUT ALSO FOSTERS A SENSE OF COMMUNITY AND EMPOWERS INDIVIDUALS TO MAKE ECO-CONSCIOUS CHOICES. MY WORK EXEMPLIFIES INNOVATION IN SUSTAINABILITY AND HAS A PROFOUND IMPACT ON BOTH LOCAL AND GLOBAL SCALES THAT CELEBRATES OUTSTANDING CONTRIBUTIONS TO SUSTAINABILITY AND COMMUNITY IMPACT.

WHAT'S HAPPEN INSIDE ?

IN MY UPCYCLING FACTORY, WE'RE INTRODUCING A TRANSFORMATIVE INITIATIVE THAT BREATHE NEW LIFE INTO UNWANTED CLOTHING WHILE FOSTERING CREATIVITY AND SUSTAINABILITY. THROUGH A THRIFTING AND RECYCLING PROGRAM, WE REPURPOSE GARMENTS LEFT BEHIND BY CUSTOMERS AT THE LAUNDRETTE OR DONATED FAST FASHION ITEMS. THESE CLOTHES, WHICH WOULD OTHERWISE GO TO WASTE, BECOME CANVASES FOR INDIVIDUAL EXPRESSION IN OUR TAILOR WORKSHOP.

PARTICIPANTS IN OUR TAILOR WORKSHOP ARE INVITED TO UNLEASH THEIR CREATIVITY, REIMAGINING AND CUSTOMIZING GARMENTS TO SUIT THEIR STYLE PREFERENCES. GUIDED BY SKILLED ARTISANS, THEY LEARN BASIC TAILORING TECHNIQUES AND INNOVATIVE UPCYCLING METHODS, TRANSFORMING OLD PIECES INTO UNIQUE FASHION STATEMENTS.

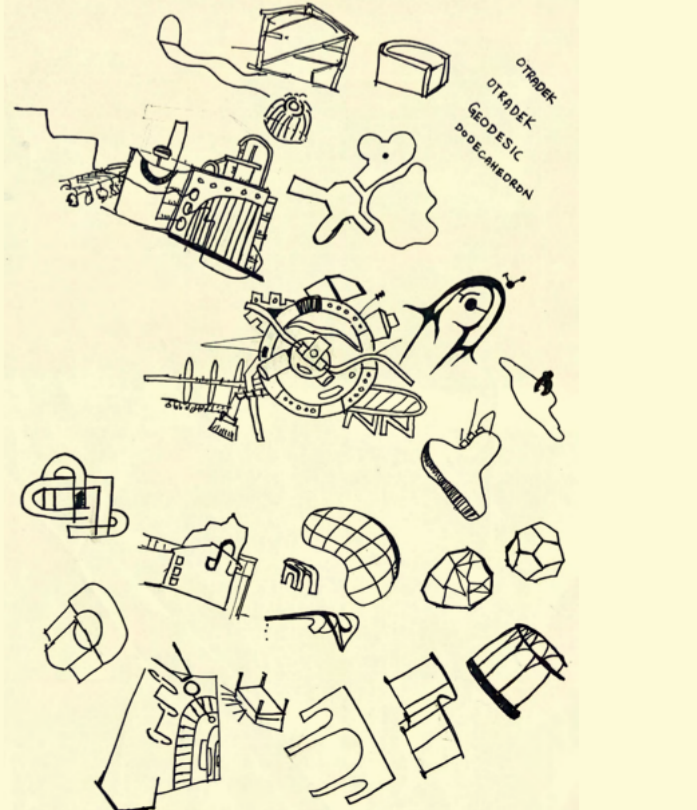
AS A CULMINATION OF THIS PROCESS, PARTICIPANTS HAVE THE OPPORTUNITY TO SHOWCASE THEIR CREATIONS ON A MAKESHIFT RUNWAY WITHIN OUR FACTORY. THIS FASHION SHOW CELEBRATES NOT ONLY THE BEAUTY OF SUSTAINABLE FASHION BUT ALSO THE DIVERSE EXPRESSIONS OF PERSONAL STYLE AND CREATIVITY.

THROUGH THIS INITIATIVE, WE AIM TO PROMOTE CONSCIOUS CONSUMPTION, REDUCE TEXTILE WASTE, AND EMPOWER INDIVIDUALS TO EMBRACE THEIR INDIVIDUALITY WHILE CONTRIBUTING TO A MORE SUSTAINABLE FUTURE. JOIN US IN REVOLUTIONIZING FASHION BY GIVING OLD CLOTHES NEW PURPOSE AND ALLOWING CREATIVITY TO FLOURISH IN OUR COMMUNITY.

MIND MAPPING OF DEVELOPMENT IDEAS



DEVELOPMENT OF DEVICE SKETCHES



VISUALS OF LAUNDRETTE

1ST ATTEMPT DEVICE MODELLING



LAUNDRY AREA THAT CONNECT TO THE BATHHOUSE
This setup allows individuals in need to conveniently access facilities for both washing clothes and personal hygiene, ensuring they can maintain cleanliness and comfort.



CAFE SEATING AREA
Where individuals can grab a quick coffee. Part of the proceeds from the café are allocated to fund free access to the laundromat and showers for those in need. Additionally, they have the option to receive a complimentary sandwich meal and coffee, or they can obtain a food coupon to redeem at the nearest food bank



ENTRANCE OF THE LAUNDRETTE
Interior is adorned with ceramic tiles, chosen for their easy-to-clean properties. The predominant color scheme revolves around various shades of pink, aimed at creating an inviting and welcoming ambiance.



CAFE SEATING AREA
A café seating area designed for socializing and gathering.



LAUNDRY PICK-UP POINT
The laundry pick-up point is conveniently located on the mezzanine, allowing users to easily retrieve their laundry and proceed with their day.

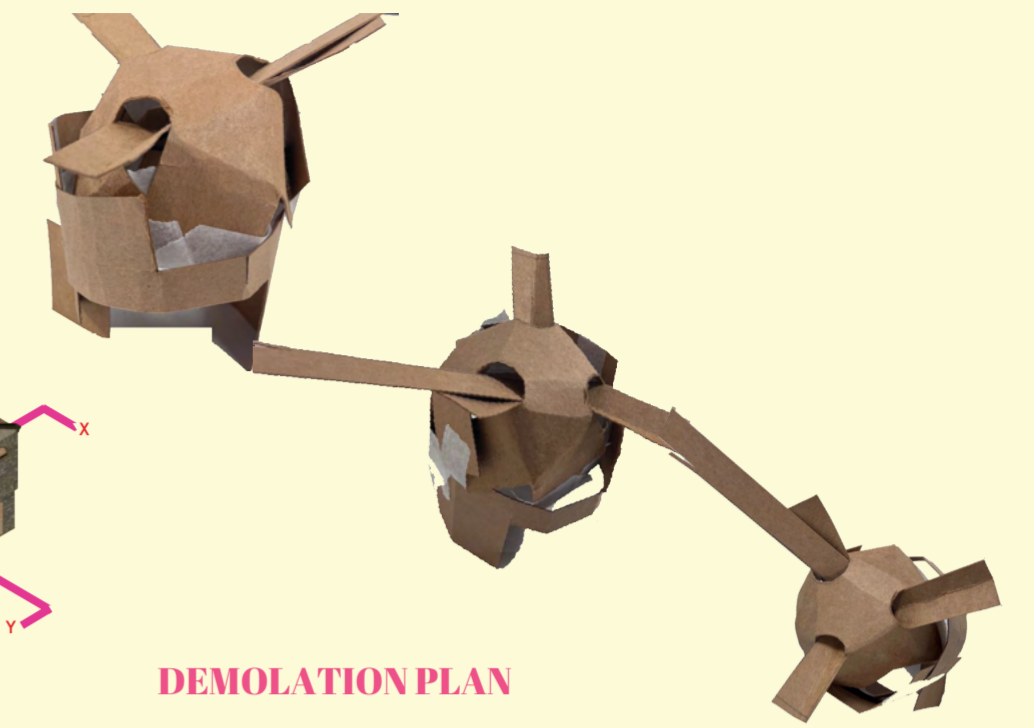
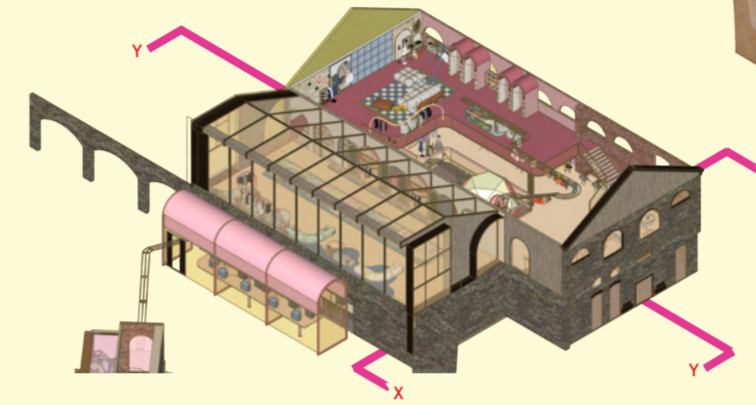


LAUNDRETTE THIRD SPACE SOCIAL HUB

1ST FLOOR PLAN

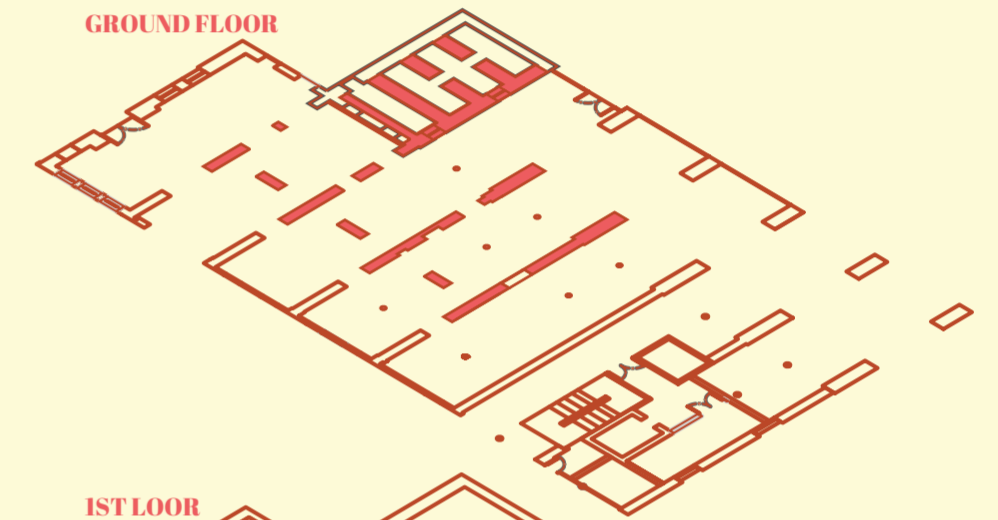


GROUND FLOOR PLAN

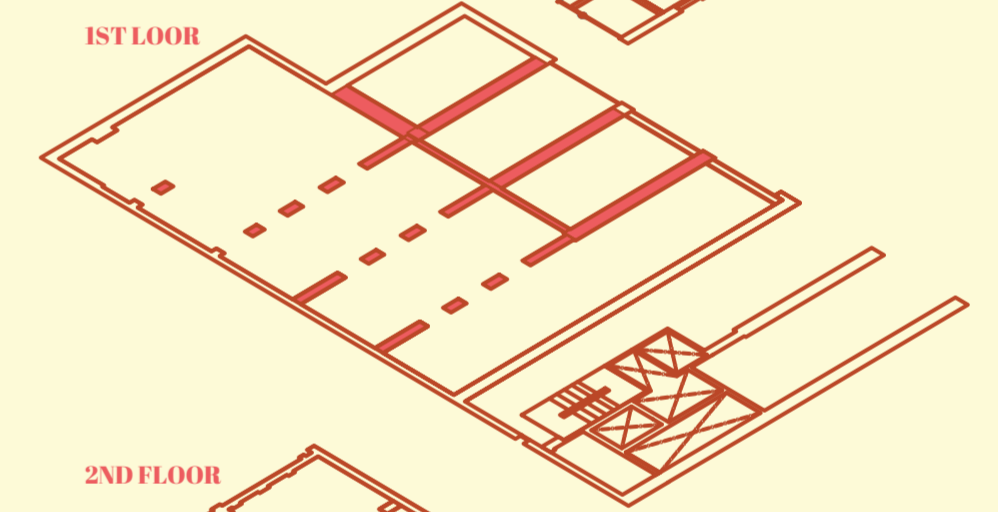


DEMOLITION PLAN

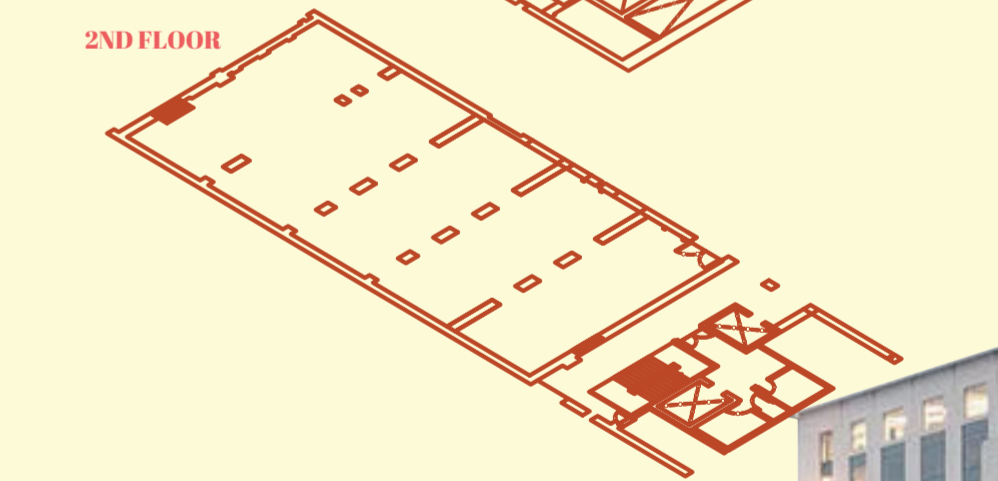
GROUND FLOOR



1ST FLOOR



2ND FLOOR



MANIFESTO 1



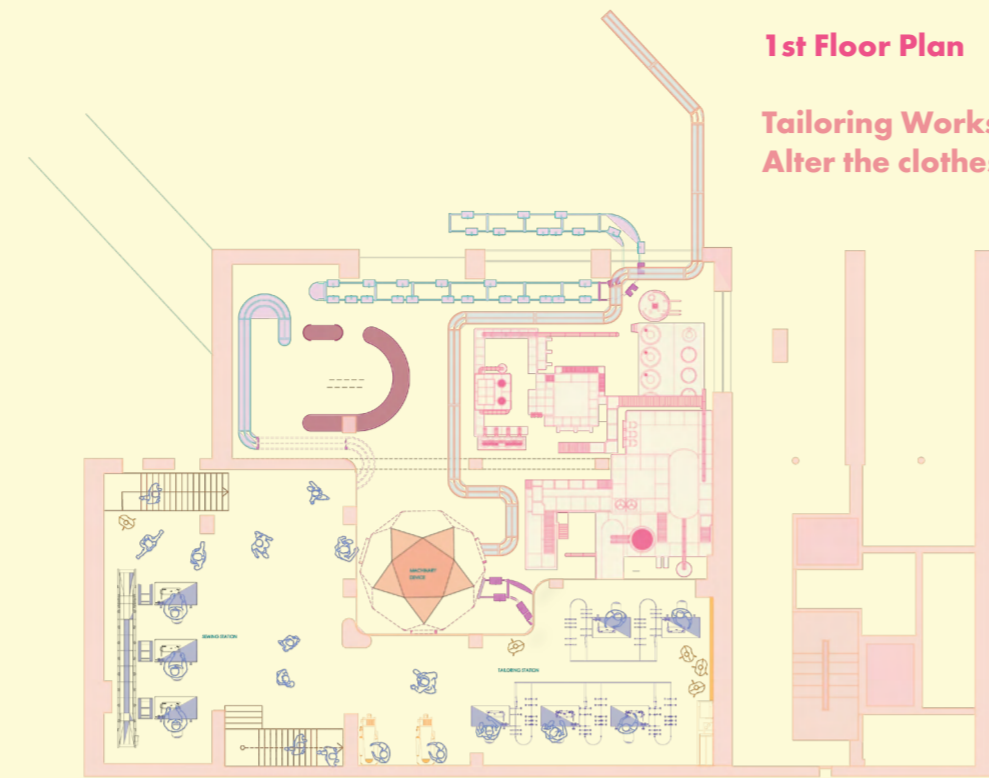
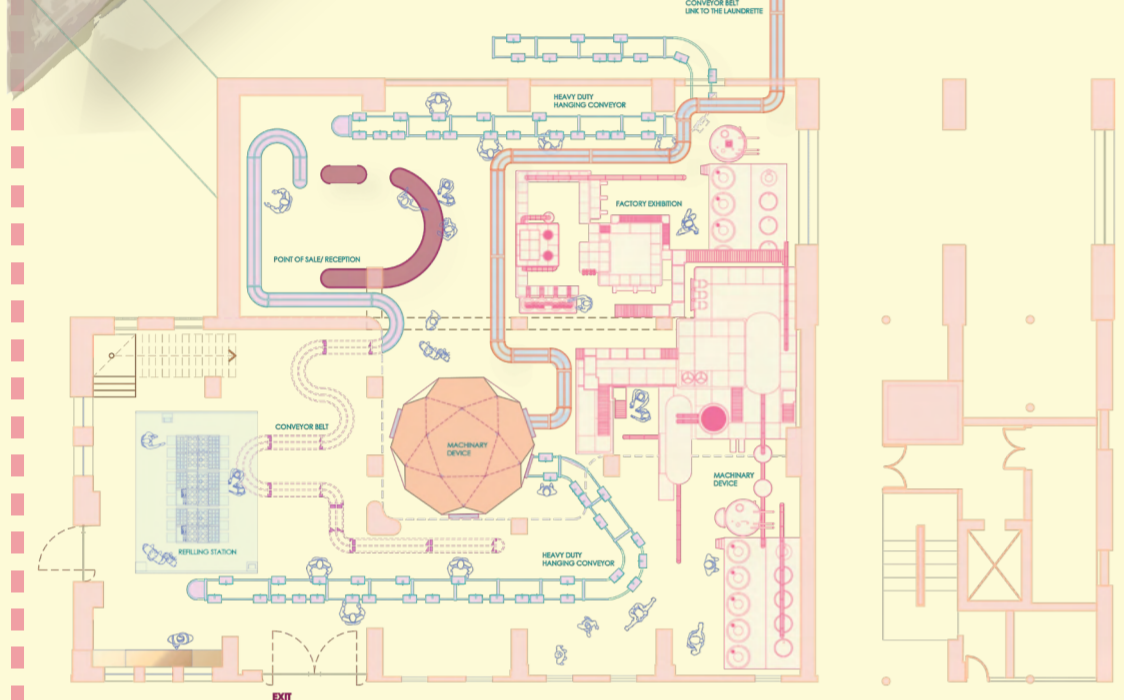
SECTION Y-Y





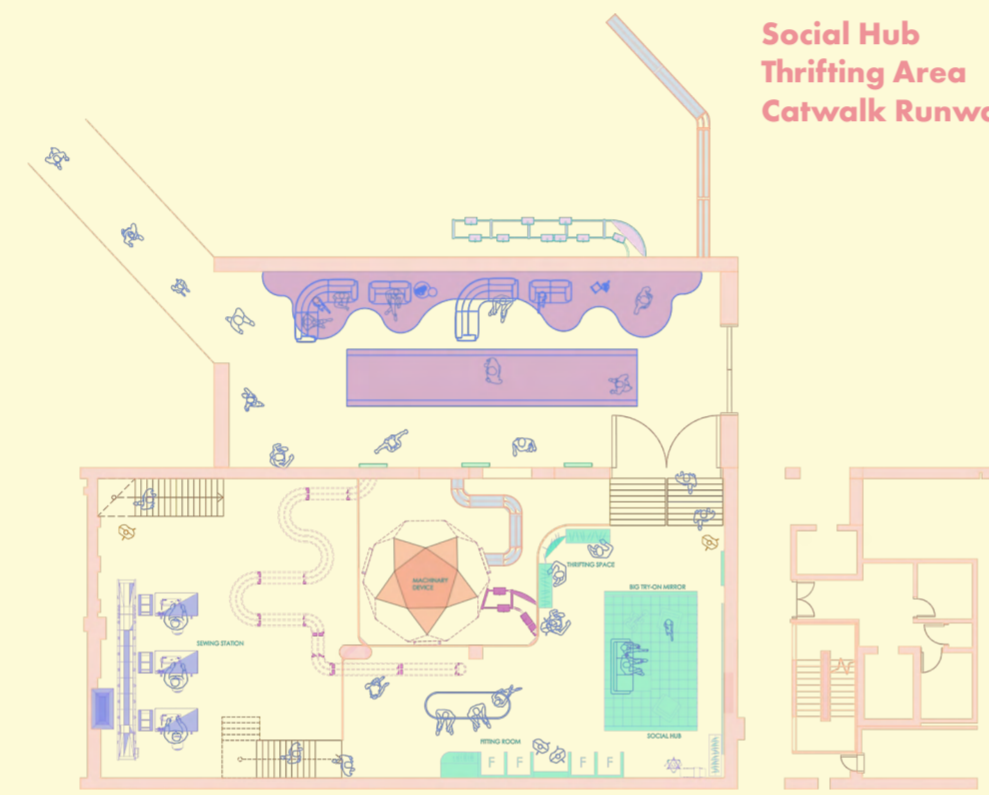
Ground Floor Plan

- Entrance
- Pop Up store
- Refilling Station
- Point of sales
- Machinery Factory
- Exhibition Showcase



1st Floor Plan

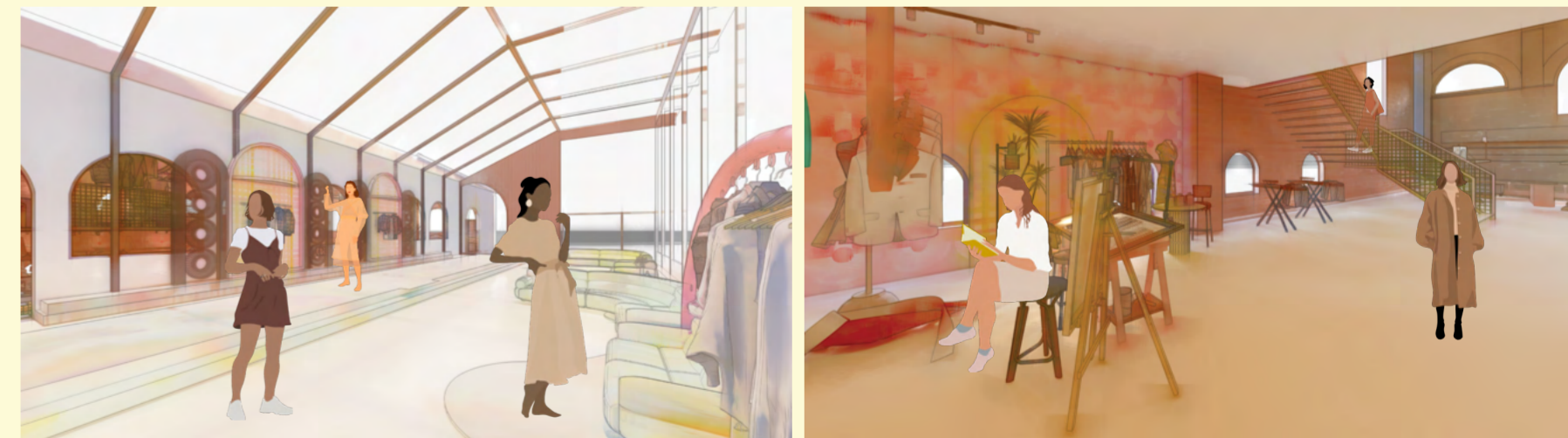
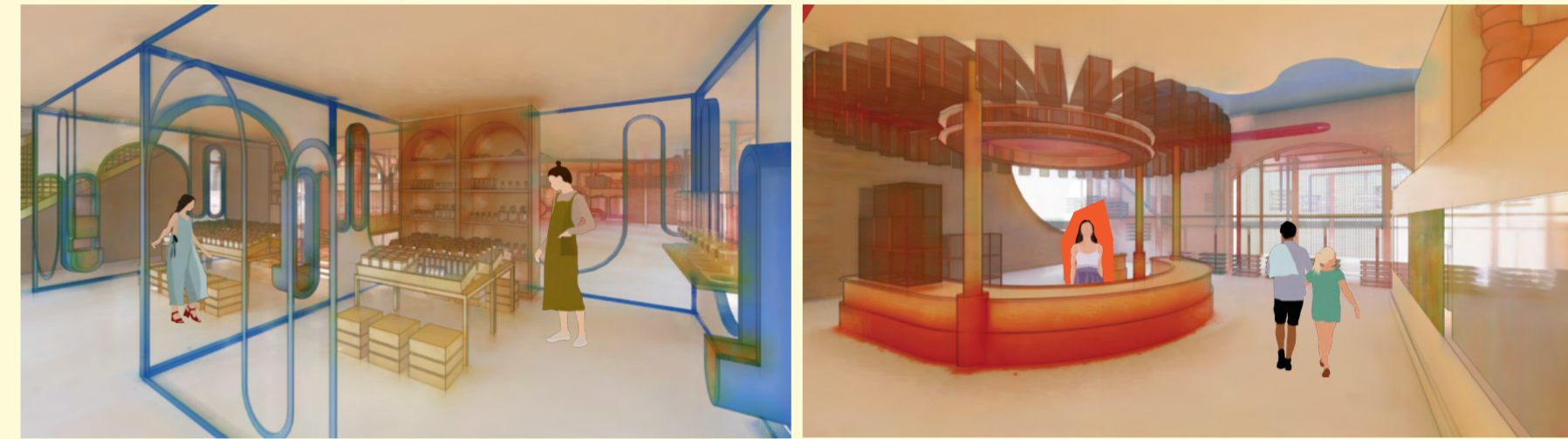
- Tailoring Workshop
- Alter the clothes



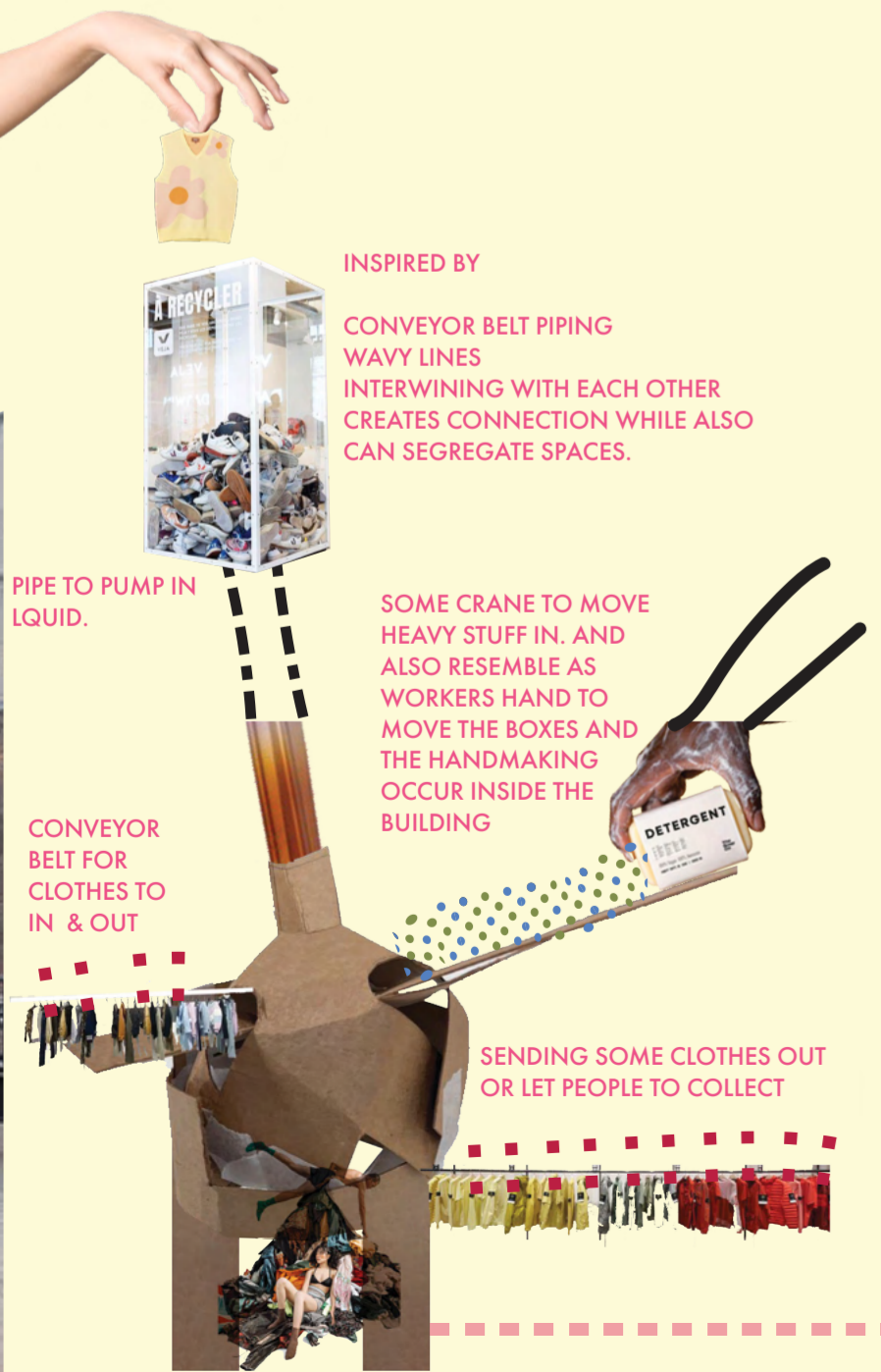
2nd Floor Plan

- Social Hub
- Thrifting Area
- Catwalk Runway

STORYBOARD



MANIFESTO 2
DEVICE DETAIL



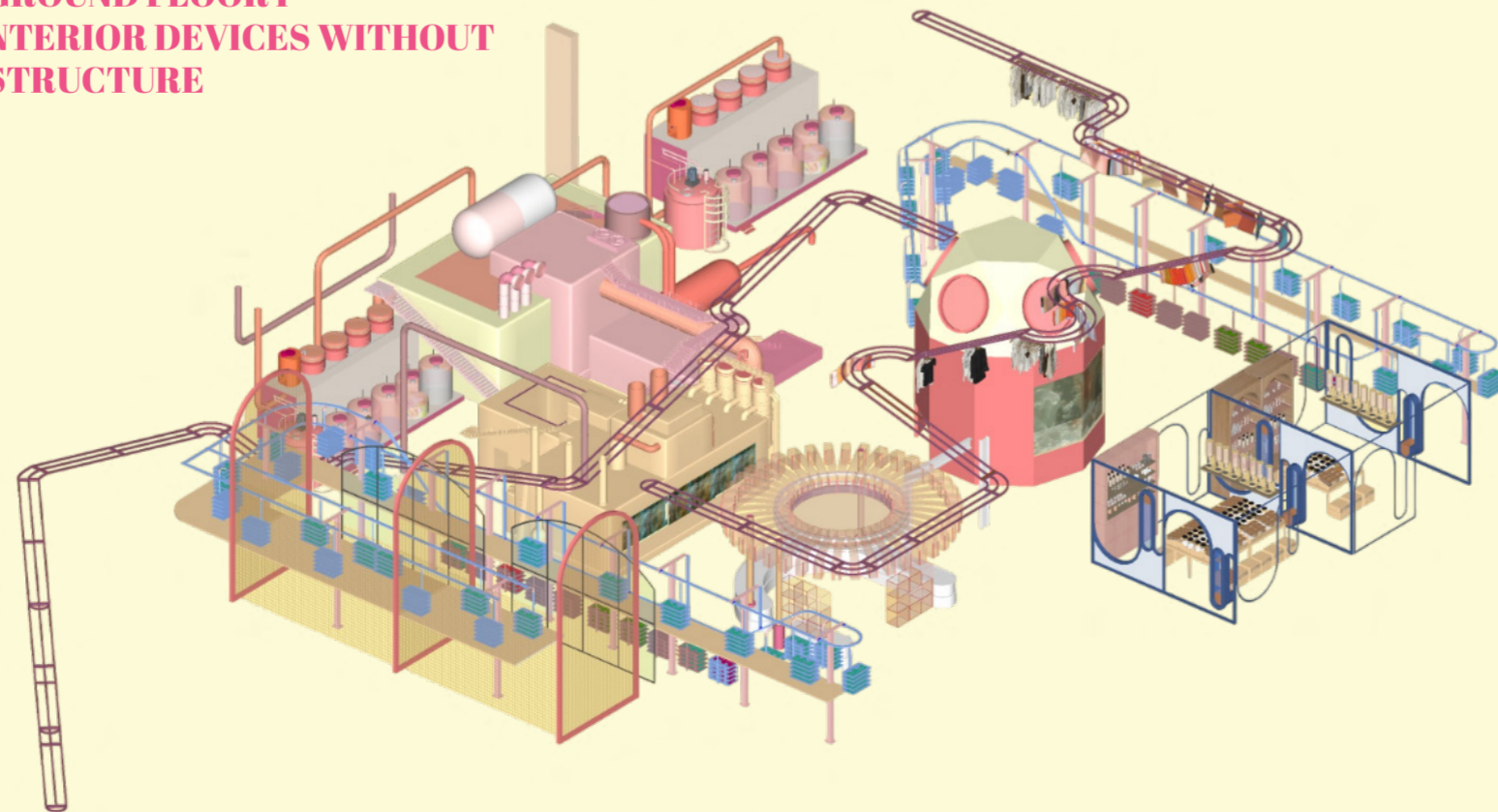
INSPIRED BY

CONVEYOR BELT PIPING
WAVY LINES
INTERWINING WITH EACH OTHER
CREATES CONNECTION WHILE ALSO
CAN SEGREGATE SPACES.

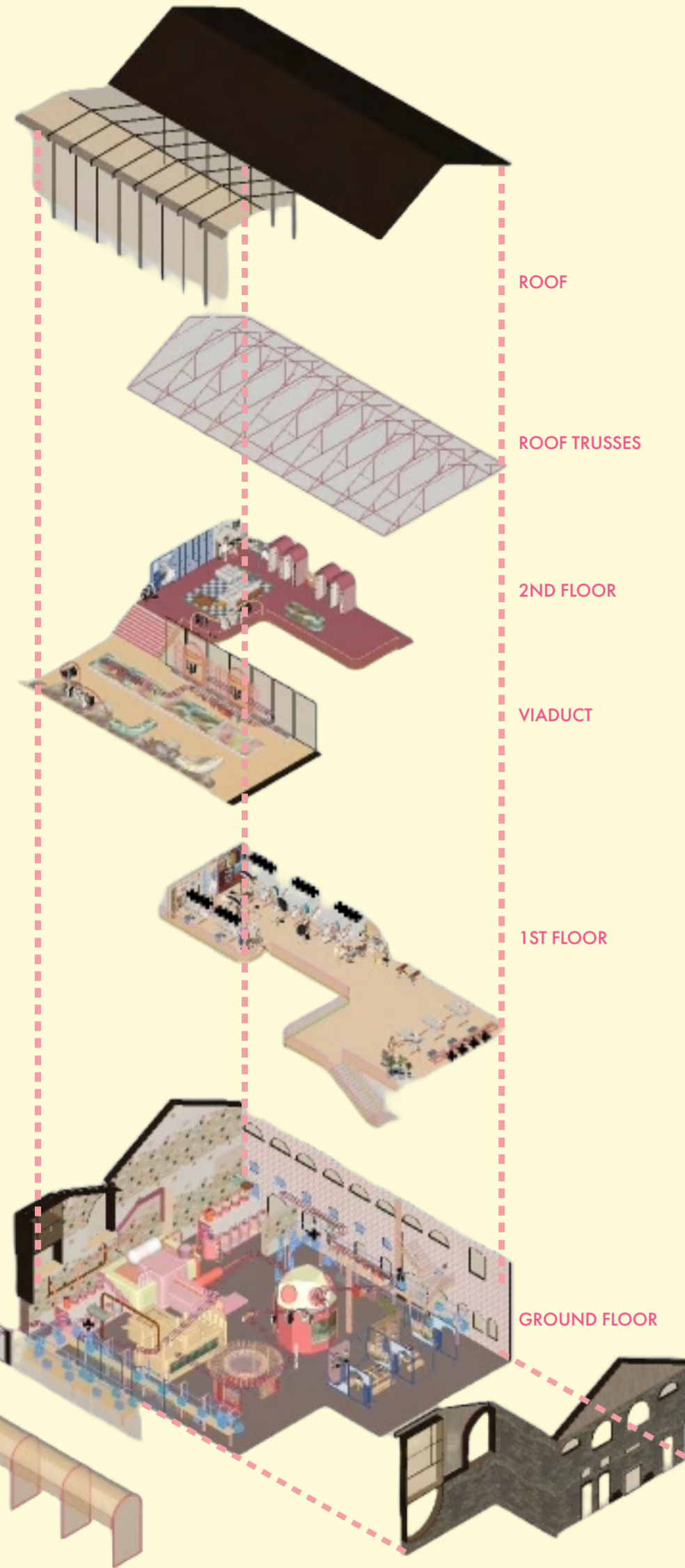
SOME CRANE TO MOVE
HEAVY STUFF IN. AND
ALSO RESEMBLE AS
WORKERS HAND TO
MOVE THE BOXES AND
THE HANDMAKING
OCCUR INSIDE THE
BUILDING

SENDING SOME CLOTHES OUT
OR LET PEOPLE TO COLLECT

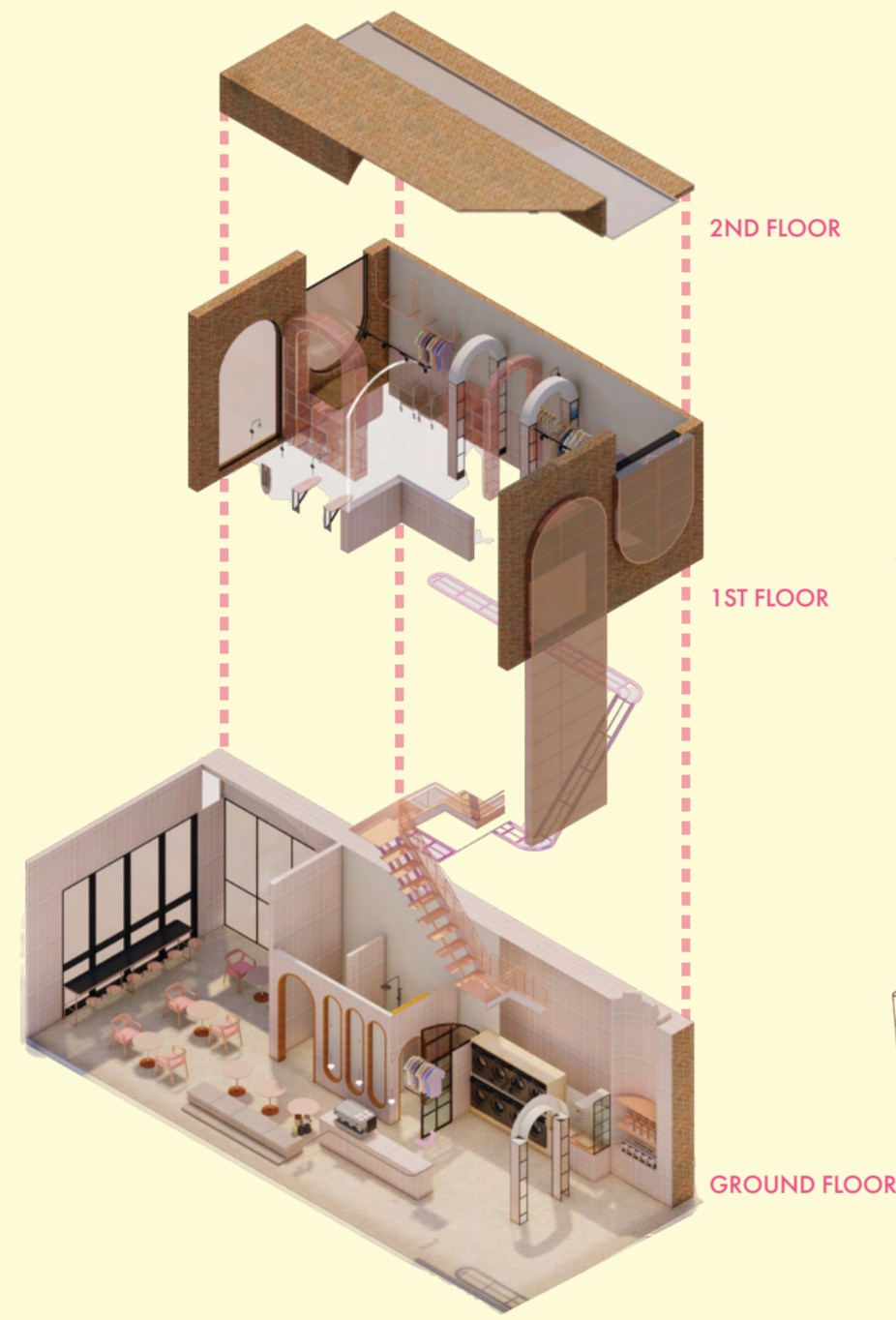
GROUND FLOOR I
INTERIOR DEVICES WITHOUT
STRUCTURE



IN THE DESIGN OF A THIRD PLACE FOR OUR PROJECT SITE TO CREATE AN ENGAGEMENT COMMUNITY FOR OUR PROJECT SITE, I WILL DRAW INSPIRATION FROM THE RICH ARCHITECTURAL EXPLORATION DESCRIBED. THE ESSENCE OF THE JOURNEY THROUGH TIME AND THE TAPESTRY OF ARCHITECTURAL MARVELS WILL INFORM MY DESIGN APPROACH. I AIM TO DESIGN A SPACE THAT CREATES ENGAGEMENT IN THE COMMUNITY WHILE BLURRING THE INTENTION OF PRIORITIZING ADDRESSING THE SPECIFIC NEEDS OF HOMELESS PEOPLE BUT ALSO REFLECTING THE HISTORY, EVOLUTION, AND DIVERSITY OF THE SURROUNDING AREA.



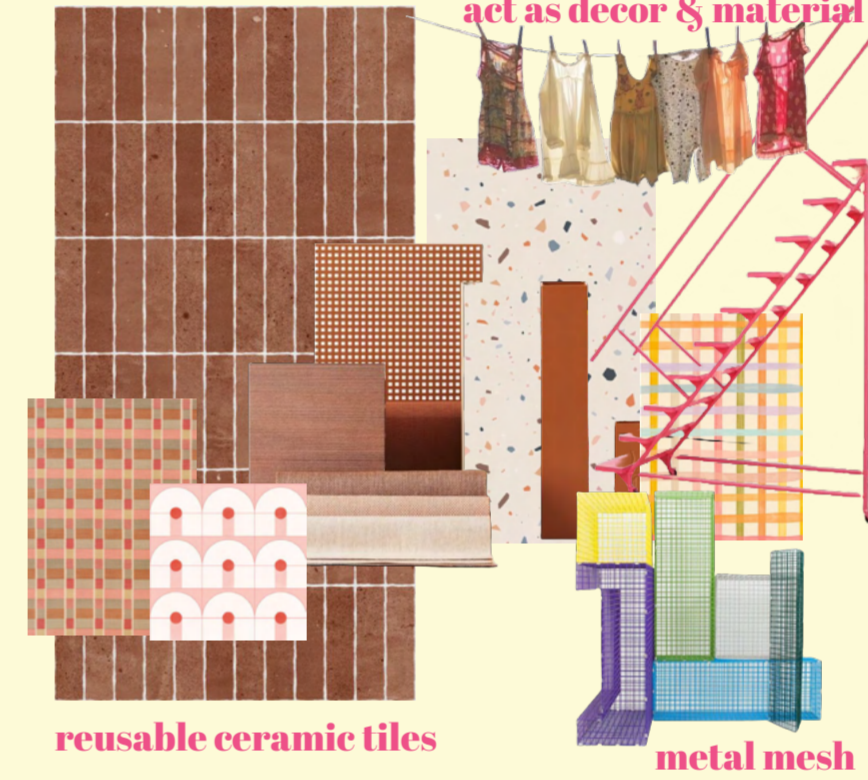
AXONOMETRIC LAUNDRETTE



LOCATION OF THE DEVICES



MATERIAL BOARD



SDG GOALS

SDG 6: CLEAN WATER AND SANITATION
BY ADDRESSING THE RELEASE OF WATER INTO THE COAL DROPS YARD CANAL RIVER AND PROMOTING SUSTAINABLE LAUNDRY PRACTICES, YOUR INITIATIVE CONTRIBUTES TO ENSURING ACCESS TO CLEAN WATER AND SANITATION FOR ALL.

SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION
YOUR FOCUS ON UPCYCLING, ZERO WASTE PRACTICES, AND THE PRODUCTION OF ECOLOGICAL CLEANING DETERGENTS ALIGNS WITH SDG 12, WHICH AIMS TO ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS.

SDG 8: DECENT WORK AND ECONOMIC GROWTH
THROUGH THE CREATION OF EMPLOYMENT OPPORTUNITIES, PARTICULARLY IN WASTE MANAGEMENT, UPCYCLING, AND SUSTAINABLE PRACTICES, YOUR INITIATIVE SUPPORTS SDG 8, WHICH FOCUSES ON PROMOTING SUSTAINED, INCLUSIVE, AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT, AND DECENT WORK FOR ALL.

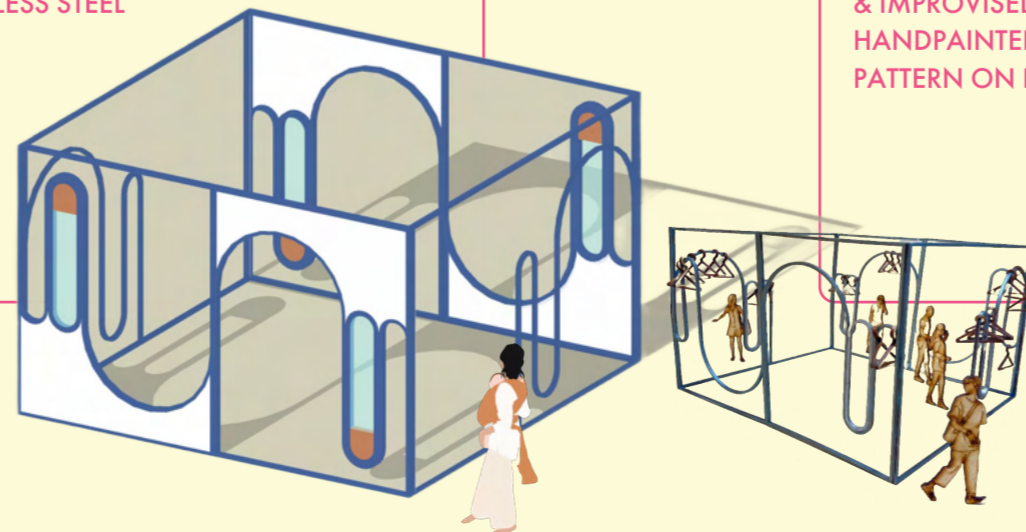
SDG 11: SUSTAINABLE CITIES AND COMMUNITIES
BY PROMOTING COMMUNITY ENGAGEMENT, SUSTAINABILITY, AND TRANSPARENCY WITHIN THE COAL DROPS YARD AREA, YOUR INITIATIVE CONTRIBUTES TO CREATING MORE SUSTAINABLE, INCLUSIVE, AND RESILIENT CITIES AND COMMUNITIES, AS OUTLINED IN SDG 11.

LOCATION OF THE DEVICES

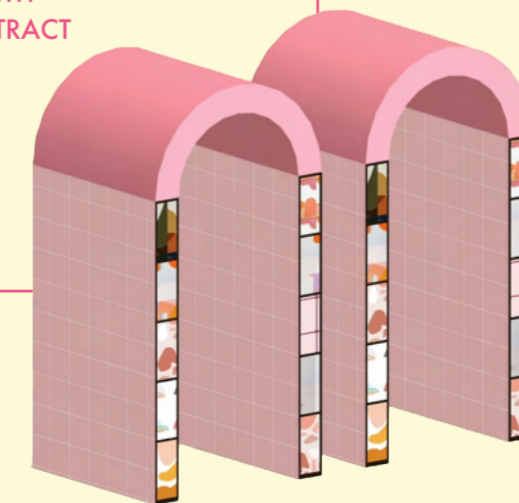
INSPIRE BY ODRADEK, GEODESIC A MACHINE DEVICE THAT LINK WITH A BUNCH OF CONVEYOR BELT TO ORGANISE ALL THE CLOTHES SENDING IN & OUT BY THE CONVEYOR BELT.



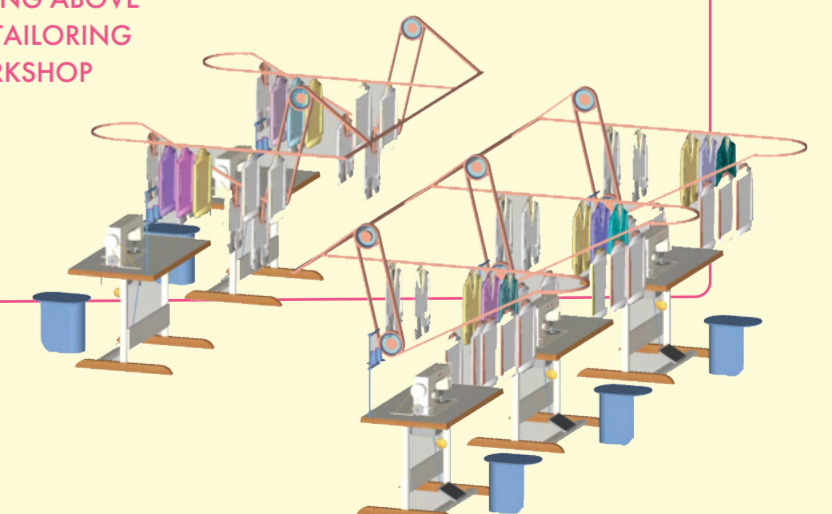
METAL FRAME RAILING
POWDER COATED
STAINLESS STEEL



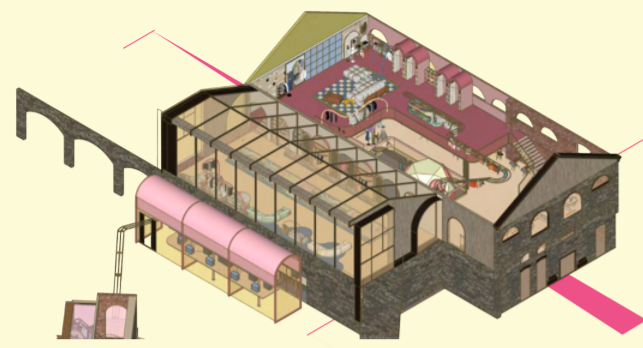
ARC SHAPE FITTING ROOM
REVIVAL OLD CERAMIC TILES
& IMPROVED IT WITH
HANDPAINTED ABSTRACT
PATTERN ON IT.



CLOTHING
CONVEYOR BELT
RAILING ABOVE
THE TAILORING
WORKSHOP



VISUALS



REFILLING ZERO WASTE STATION



VIEW FROM THE GROUND FLOOR



REFILLING ZERO WASTE



RUNWAY STAGE



INTERIOR VIEW OF UPCYCLING FACTORY



TAILORING AREA



VIEW FROM GROUND FLOOR TO TAILORING WORKSHOP



THRIFTING AREA



FITTING ROOM CHILLING AREA



TAILORING WORKSHOP



TAILORING



INTERIOR OF UPCYCLING FACTORY



POINT OF SALE/ RECEPTION COUNTER