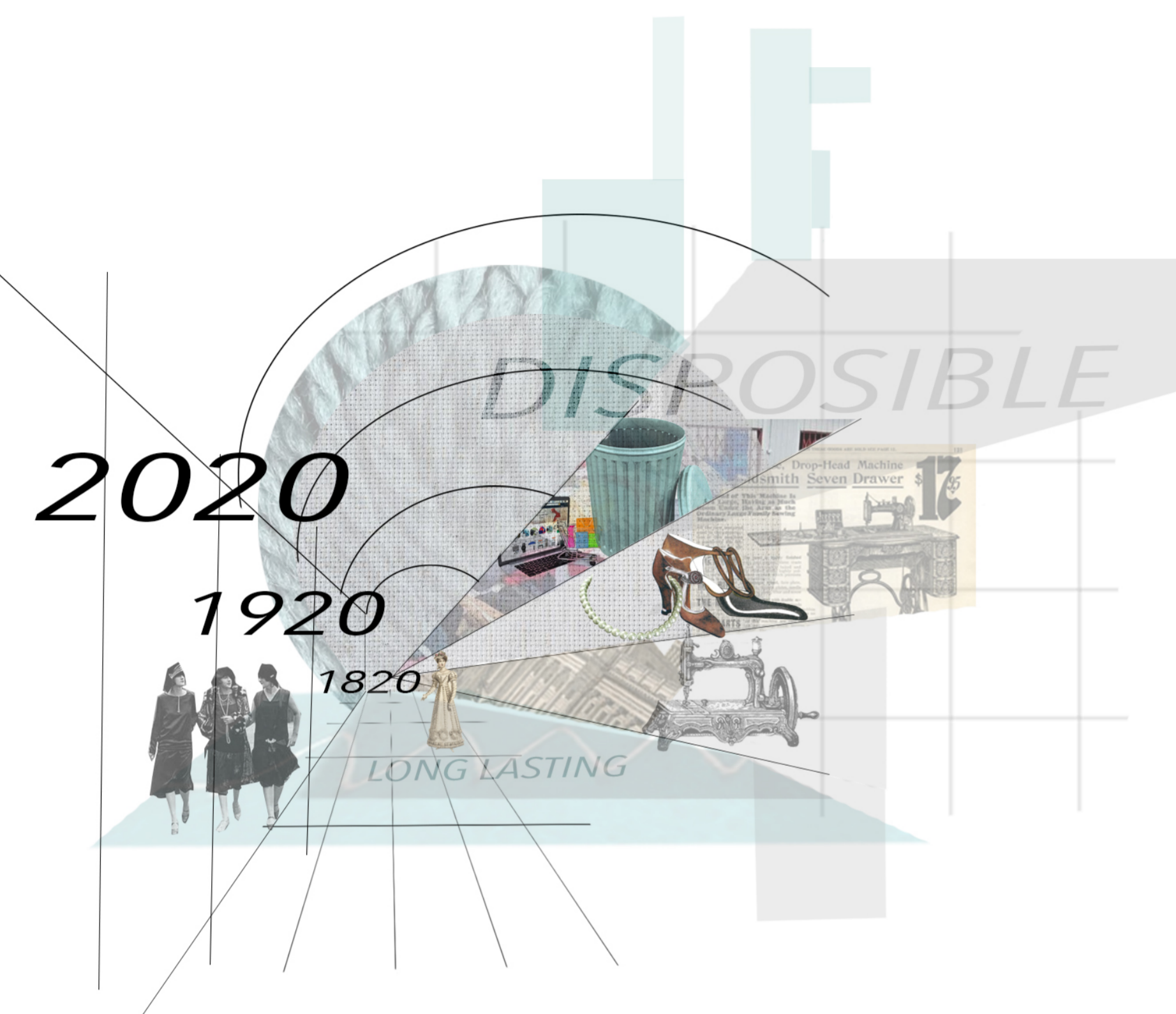


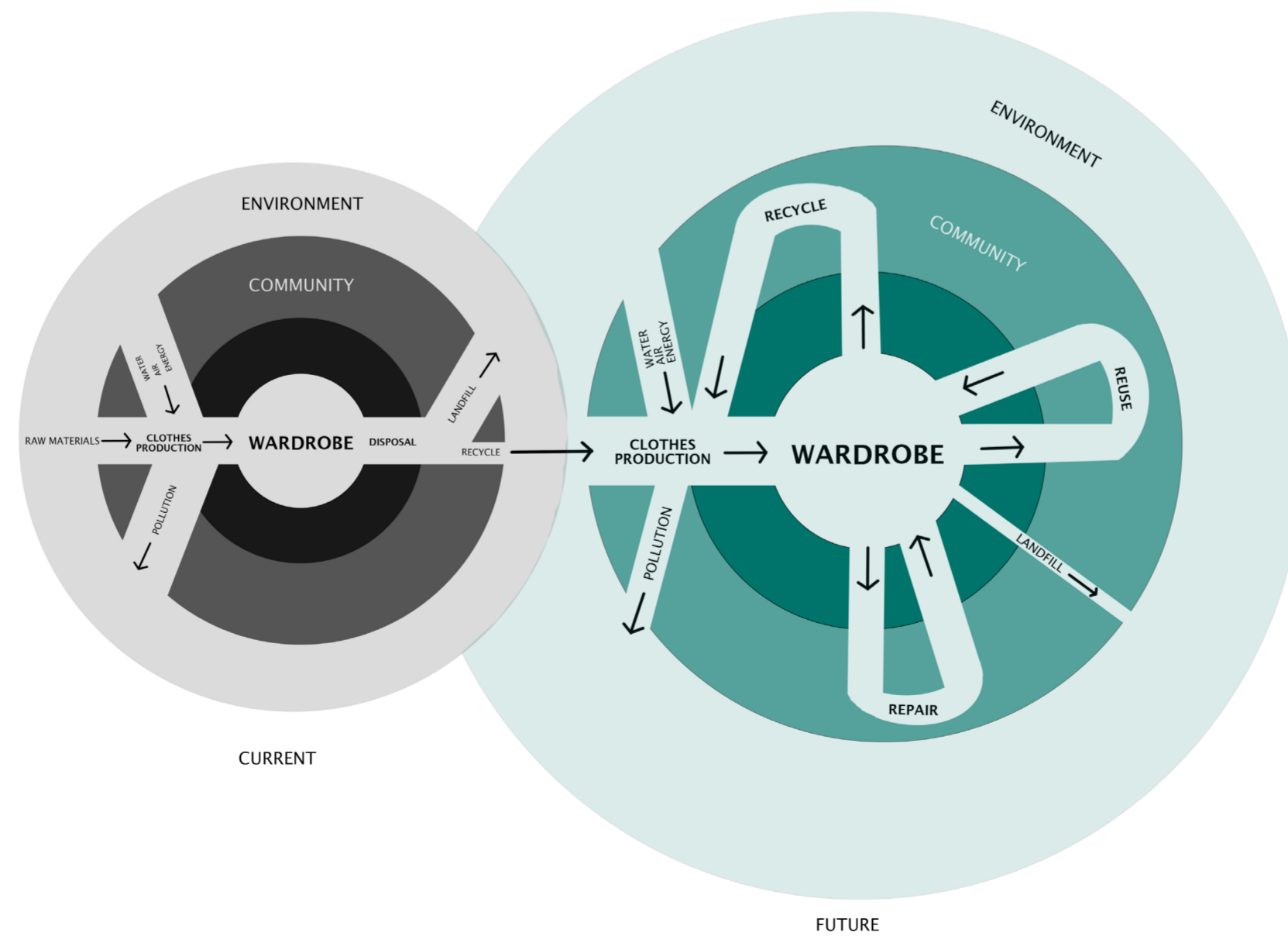
# SYNTHE-SIZED

Hayley Ng

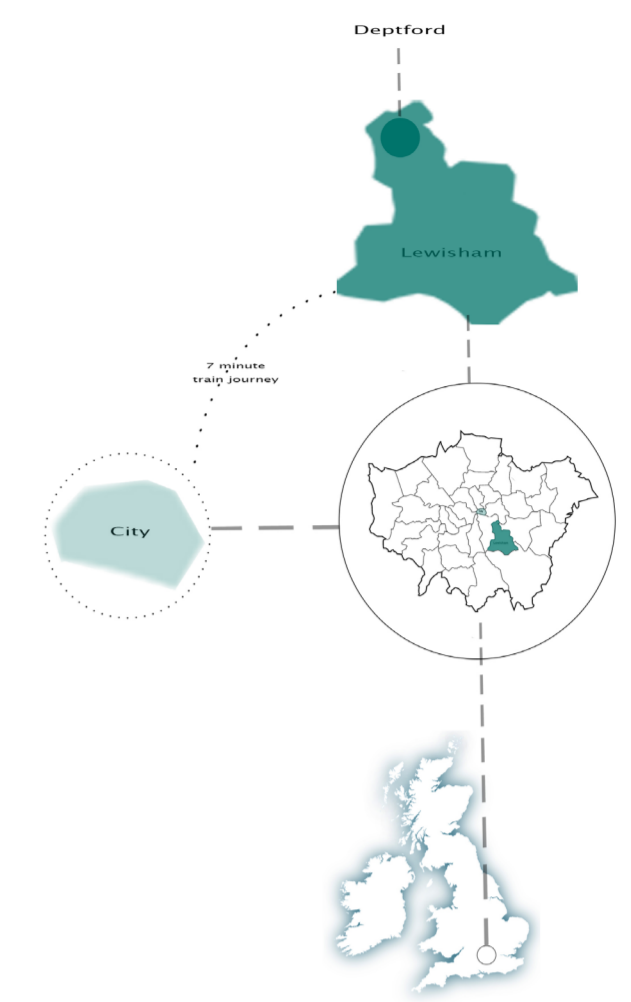


Synthe-sized is a project that focuses on sustainability within the fashion industry whilst simultaneously encouraging social inclusion. It is challenging to identify a specific set of users as the purpose encompasses a diverse group of people. Clothing itself is used by a broad scope of varying cultures, ethnic and social groups. This lead to the motivations towards an inclusive space that embraces all cultural, ethnic and social groups allowing users to express their creativity through designing their own clothing.

The design problem concerns the detrimental effects of fast fashion on the environment. During the past decade, fast fashion has been gaining momentum. With this increase also leads to a greater volume of textile and clothing waste sent to landfill and this must be mitigated iminently.



## SITE

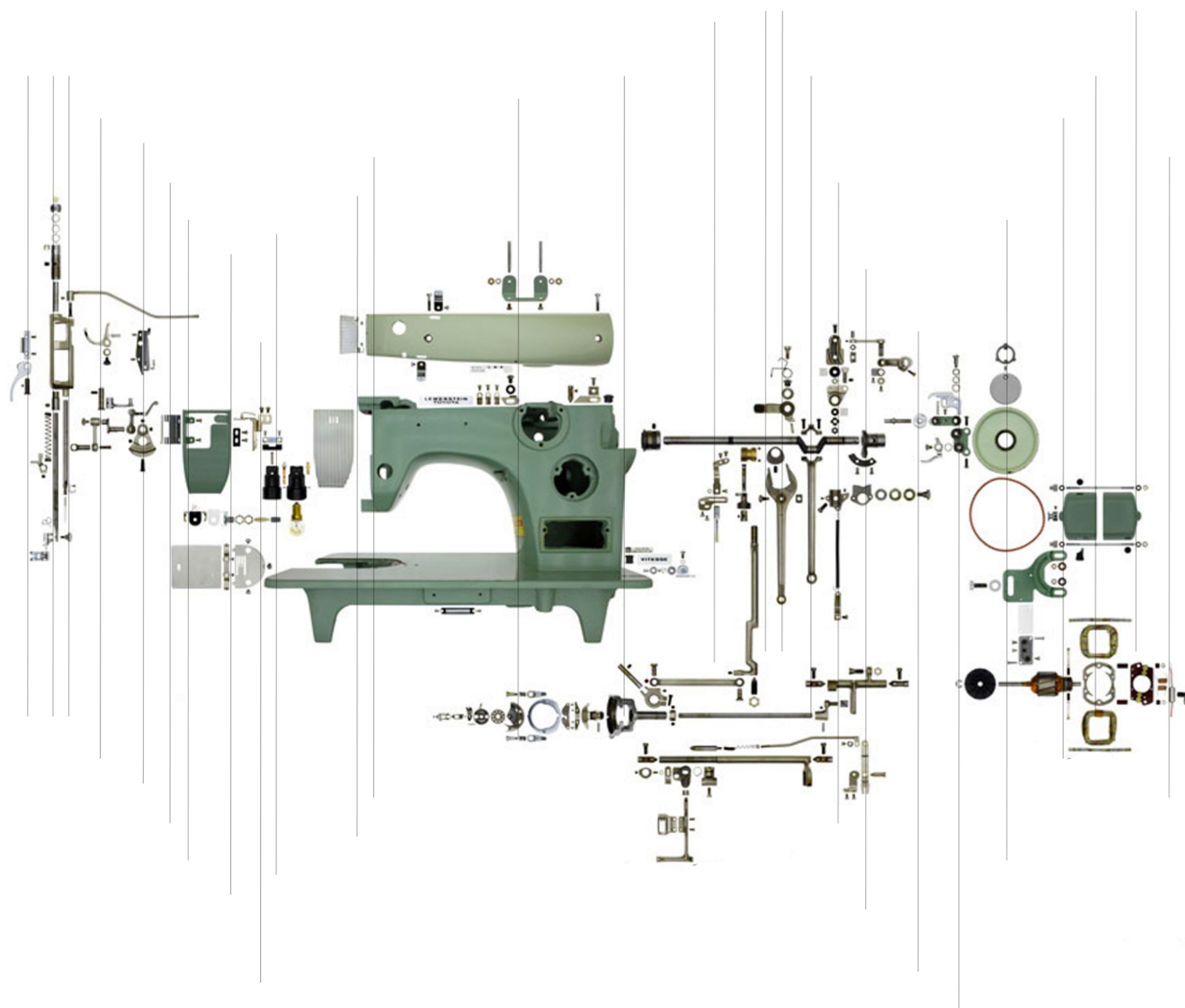
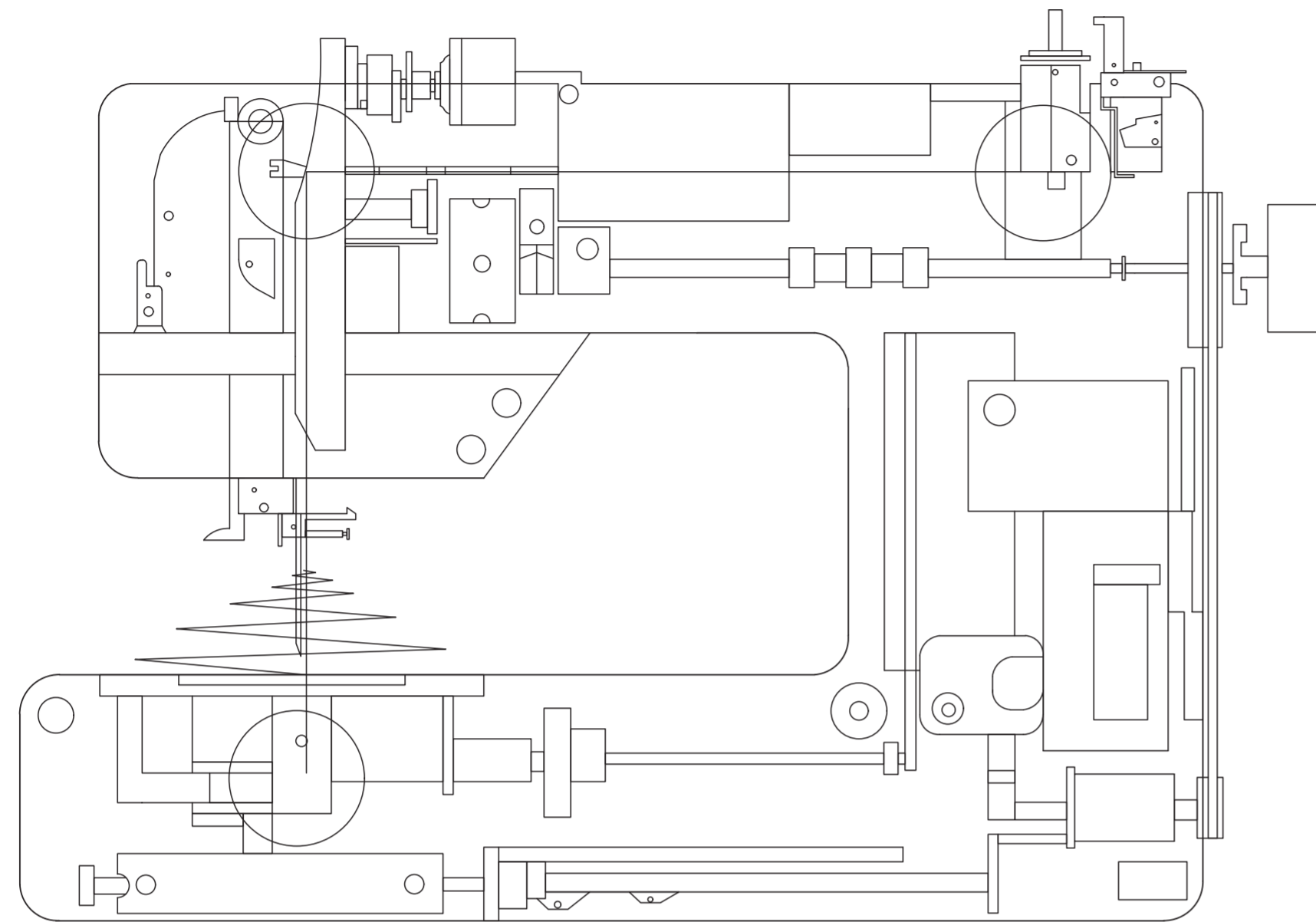


- 1873** - The site was built in the Victorian era in the city of Deptford, London
- 1873** - Originally built as a coffee tavern during the Victorian times
- 1881** - The site became a welcome institute for the stone workers, the space included a gym, dining room etc. The Institute closed in 1969
- 2000s** - In the early 2000s the site became a storage and distribution facility
- 2018** - The site, since 2018 has been out of use





# THE SEWING MACHINE

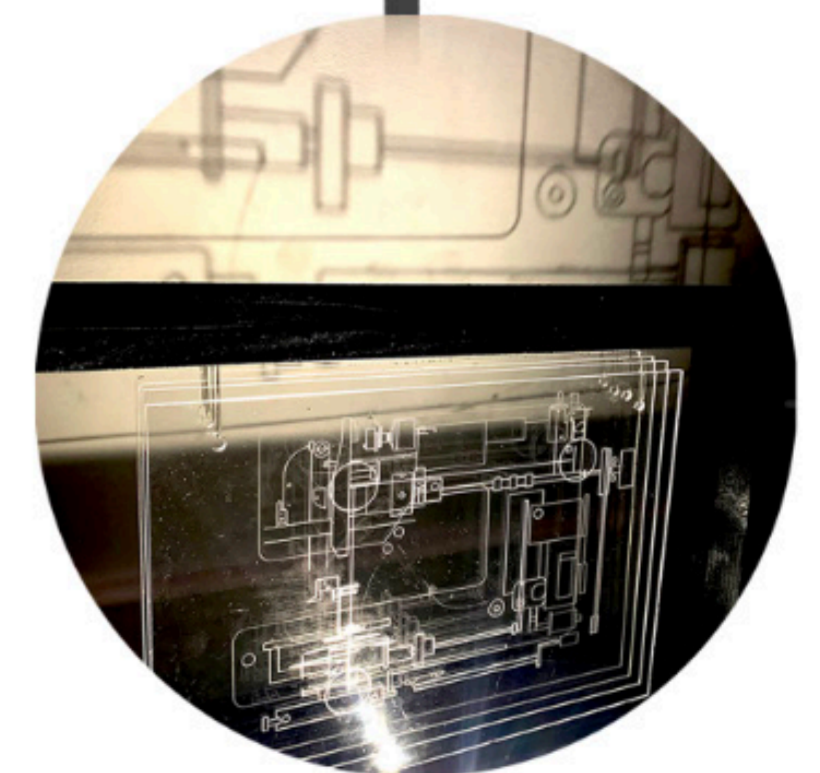
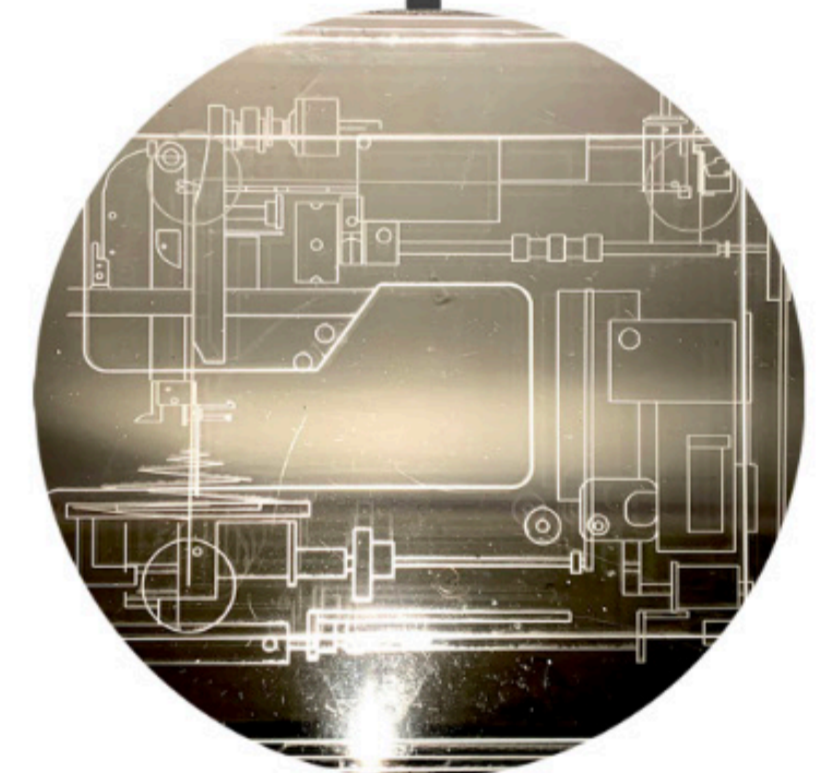
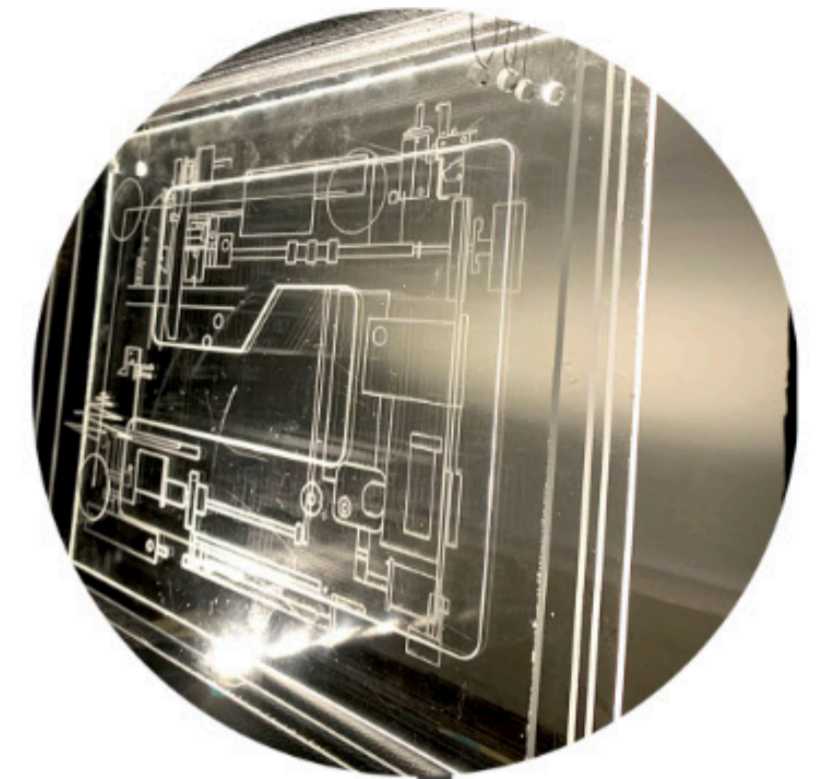


The sewing machine has played an influential role in inspiring the main concept and driving the project. Research was undertaken into the internal and integral system that the machine uses to function to develop a rich conceptual language that could then be applied to the design.

The sewing machine is composed of multiple different interconnecting parts that work in conjunction with each other. Through each of the the separate sections being attached to one another, the mechanical componenets function as one rather than as individual parts. This strategy has helped form the concept that will be amalgamated with the existing built fabric to develop a relationship between the two.

Each separate area of the interior is attached to the central intervention, depicting and representing the connection between the sewing machine parts.

Deconstructed sewing machine model





# AXONOMETRIC

## GROUND FLOOR

### **-Drop in customisation workshop:**

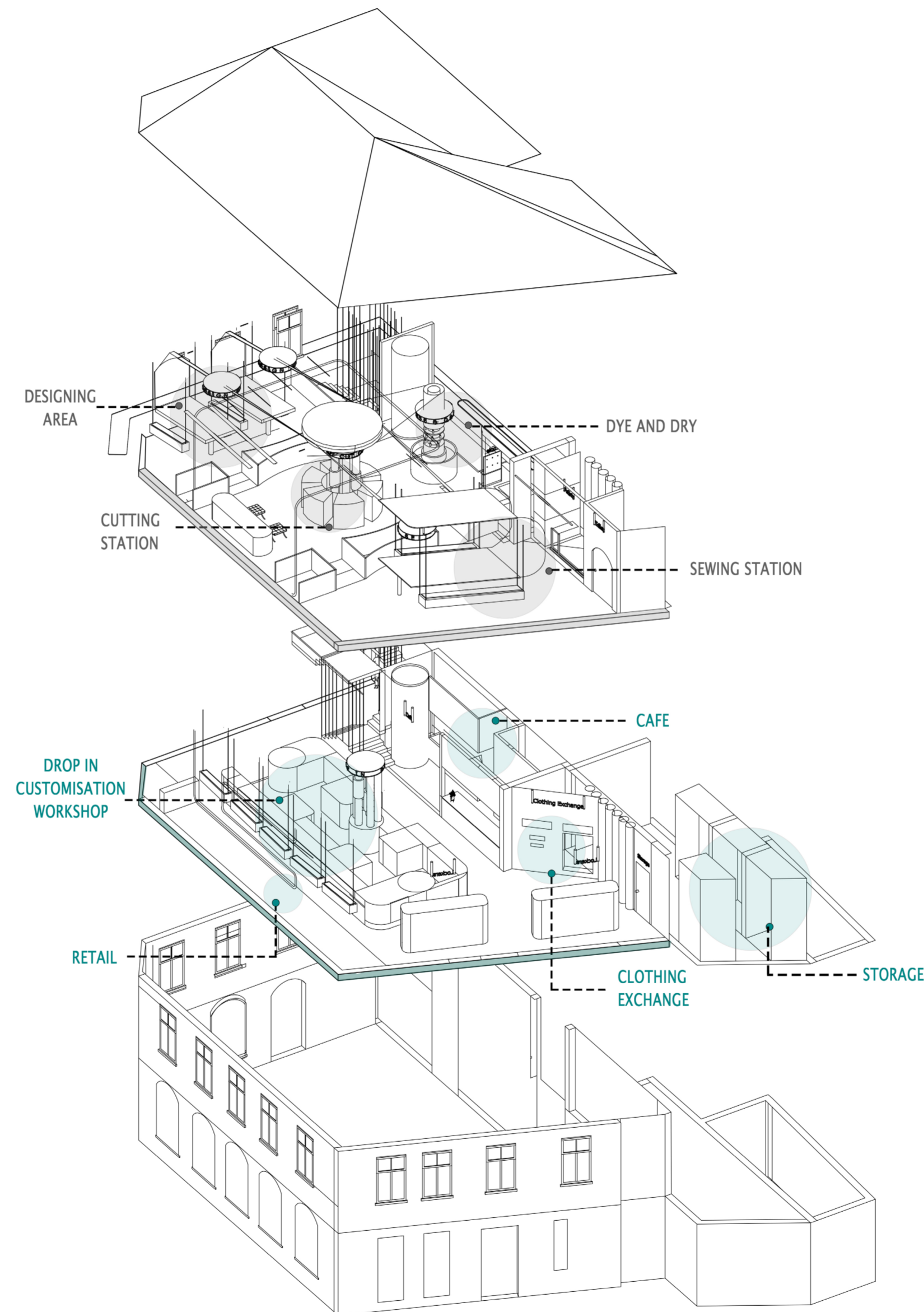
Users can design their own clothes using the kiosks, then watch a member of staff bring their creation to life.

**-Retail Space:** Sells repaired and reworked clothing.

**-Cafe:** Enjoy refreshments whilst embracing and observing the clothes manufacturing process within the workshop, but in a more relaxed setting.

**-Clothing Exchange:** The more clothes brought into the site the more store credit awarded and can be spent in the retail space.

**-Storage Facility:** Linked to the clothing exchange, clothes follow track system after being weighed, then sorted through by member of staff.



## FIRST FLOOR

**-Appointments made at reception**

**-Design Station:** Large work stations with designing tools provided.

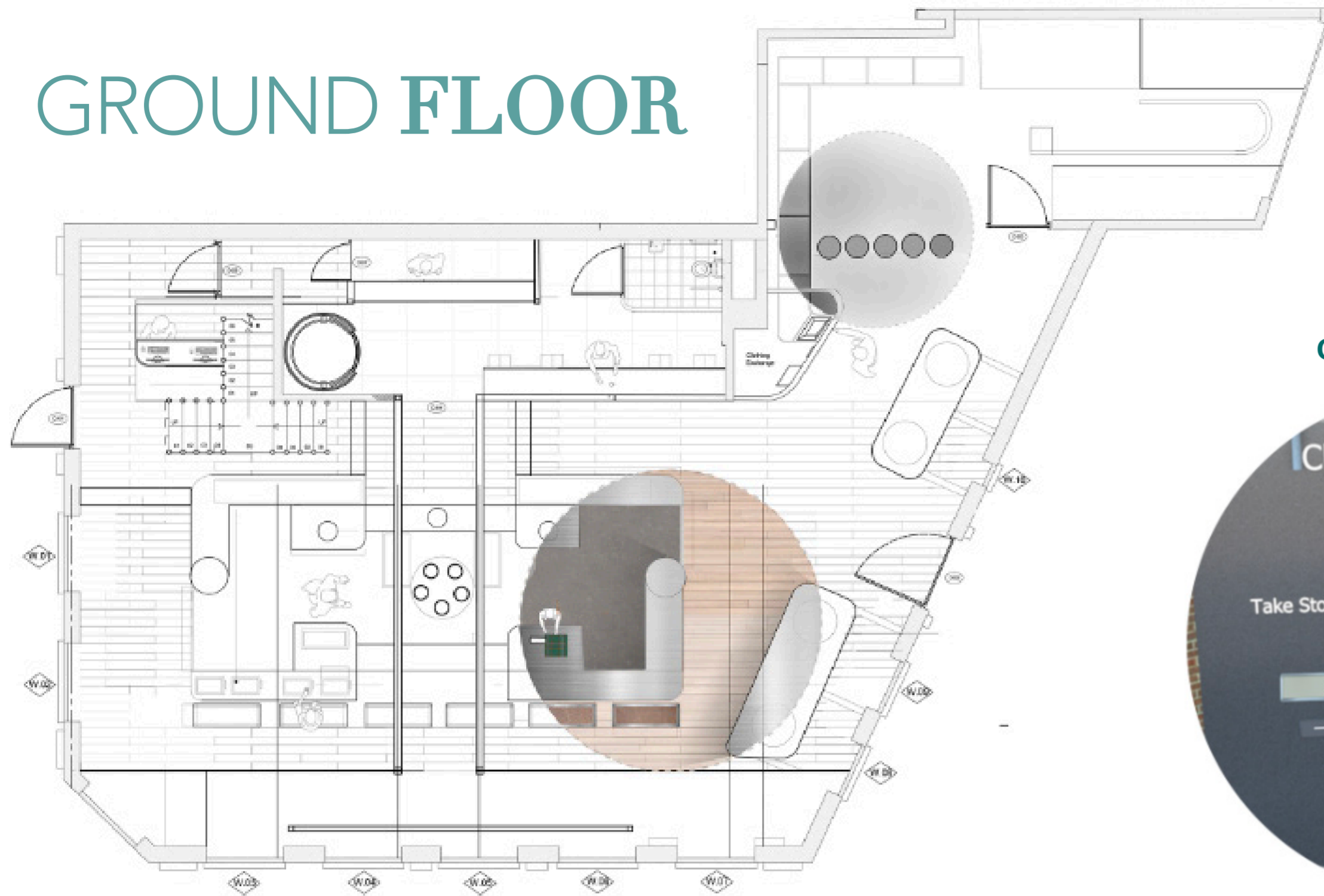
**-Cutting Station:** Connected to the workshop on ground floor through the use of fabric lifts to transport materials between the floors.

**-Dye and Dry area:** Large circular sink with range of dyes and equipment. Dry area uses a motorised line that brings wet clothes to the exterior of the building to dry naturally.

**-Sewing Station:** 6 sewing machines available. Range of colours of thread can be utilised when creating the final garments.



# GROUND FLOOR

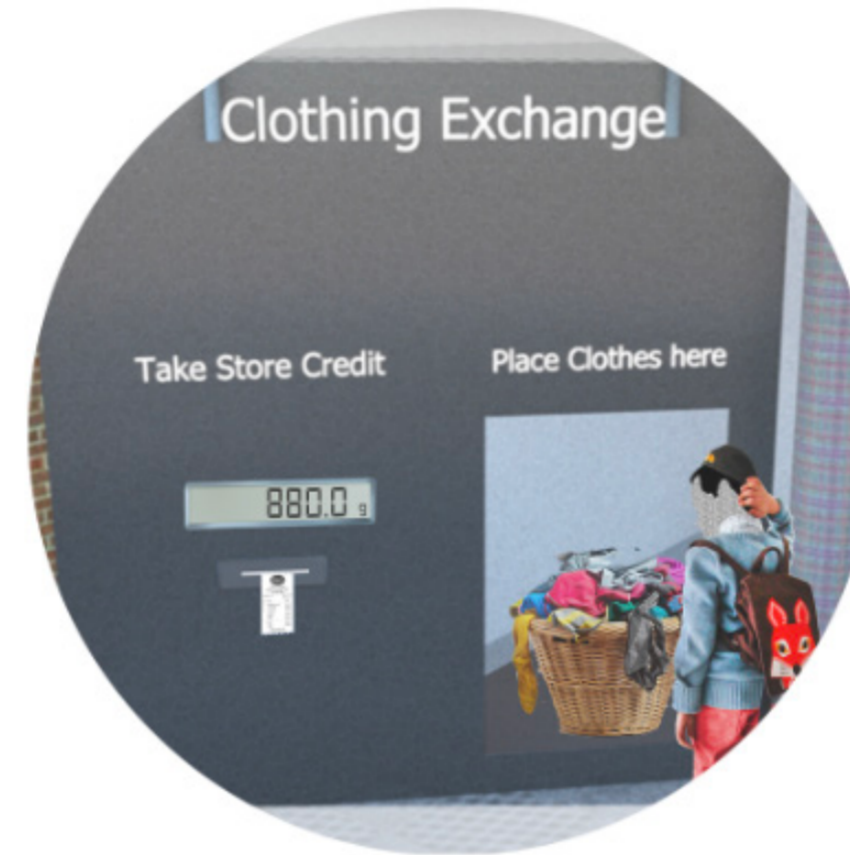


GROUND FLOOR PLAN 1:100

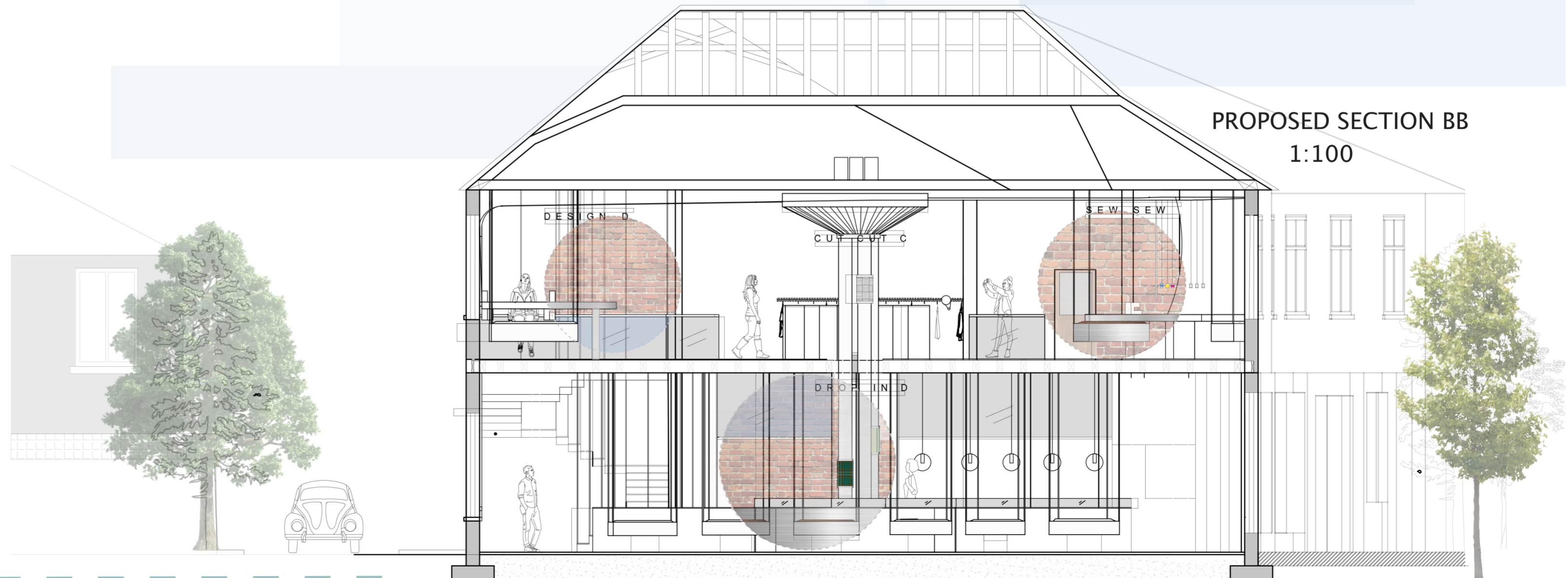
The scheme of the project aims to encourage the recycling, reworking and repairing of old clothing. The ground floor and first floor are both an interactive and educational space that intends to engage society and stimulate the change in attitudes towards a more sustainable approach of recycling. It is vital that change is made to the extremely damaging fashion industry.

## DROP IN WORKSHOP AND CAFE

### CLOTHING EXCHANGE



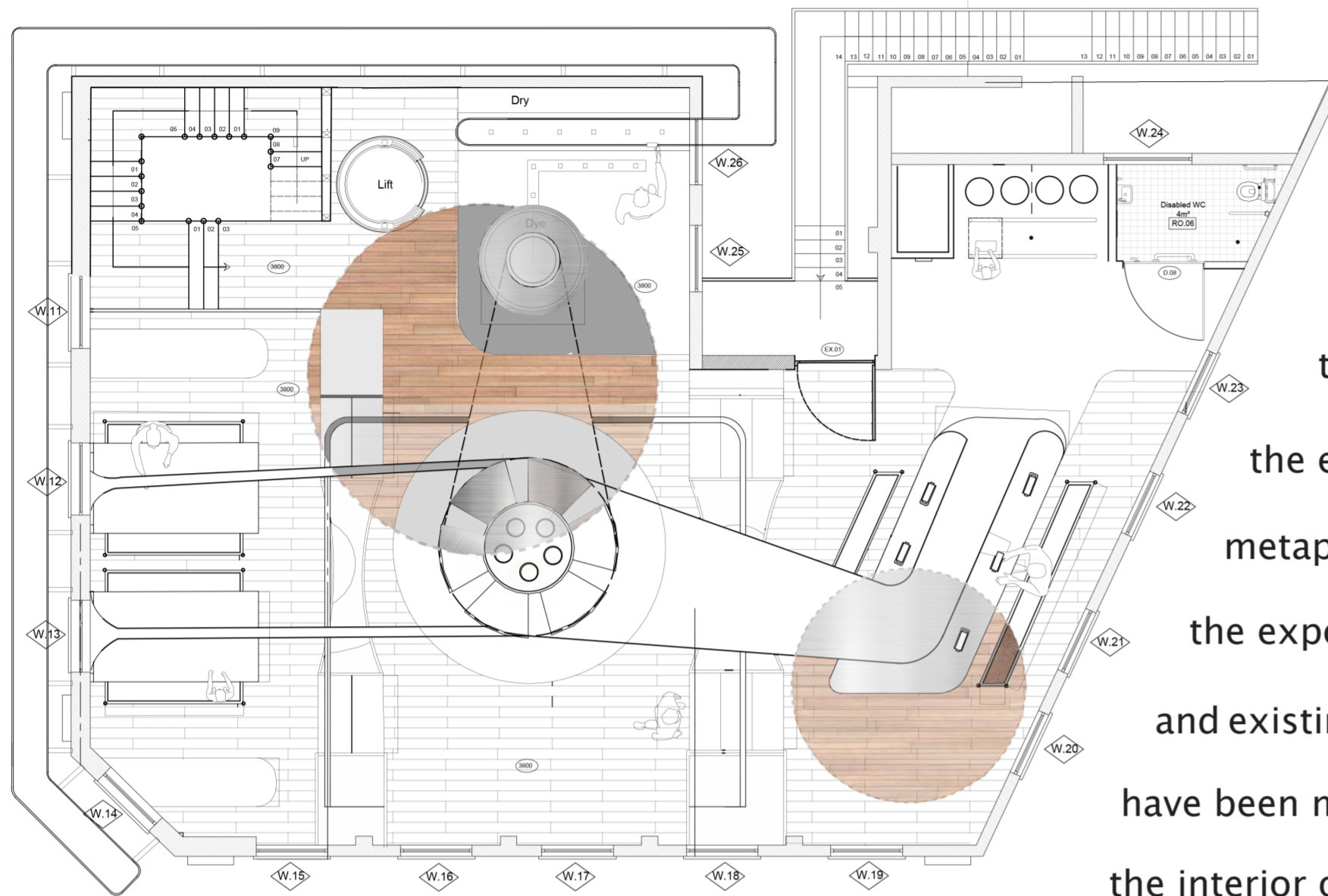
### PROPOSED SECTION BB 1:100





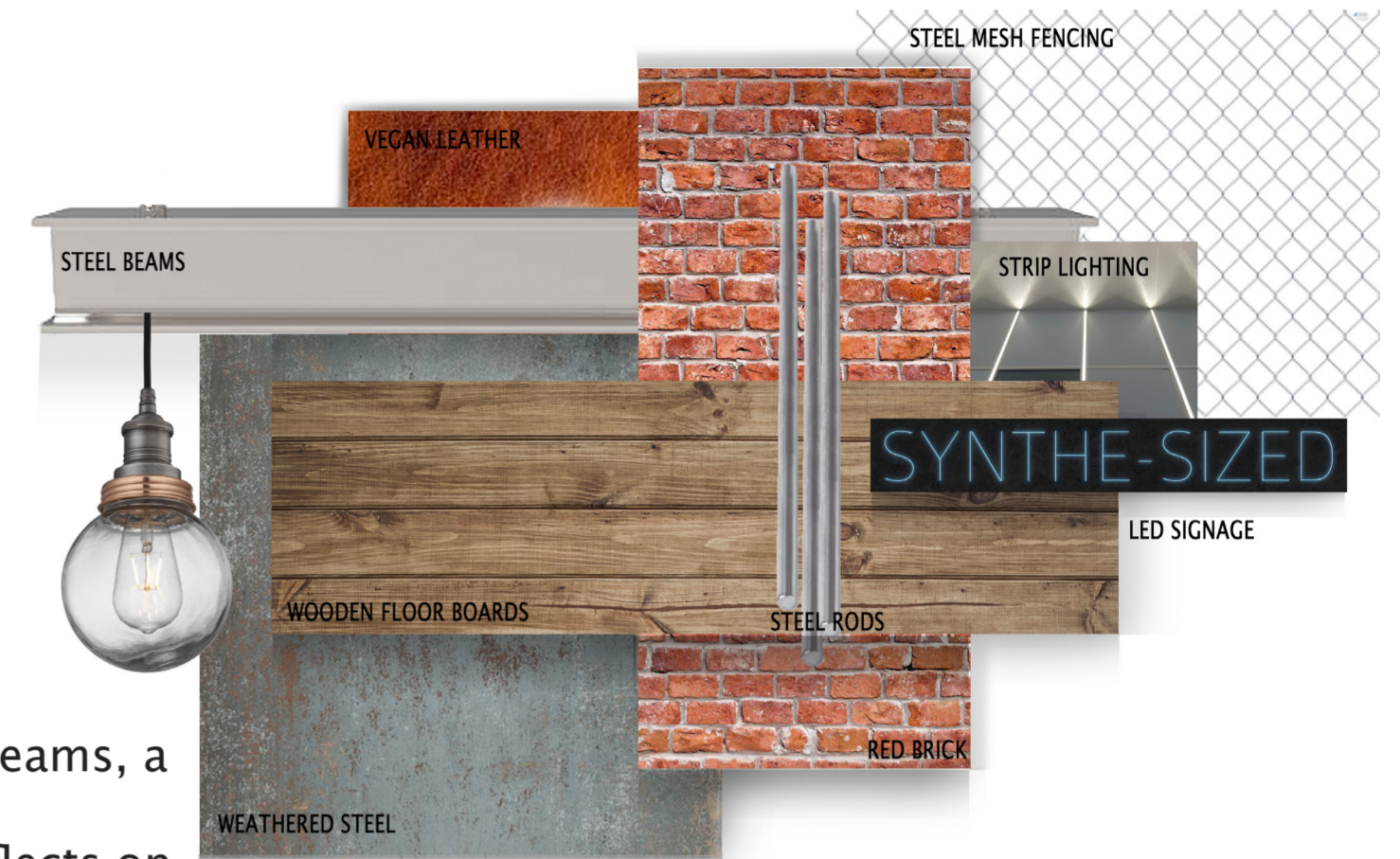
# FIRST FLOOR

FIRST FLOOR PLAN 1:100



## MATERIALS

The materials have not only been chosen to reflect the materials within the sewing machine but by utilising the existing exposed brick walls and steel beams, a metaphorical narrative will be created that reflects on the exposing of the manufacturing process of clothing. This also creates a close relationship between the new and existing fabric. Many of the materials used are sustainable, recycled or reclaimed. These design decisions have been made to further emphasise the importance of using recycled materials whether its for the interior of the building or for creating new clothing.



DYE AND DRY



SEWING STATION



DESIGN & CUTTING STATION

