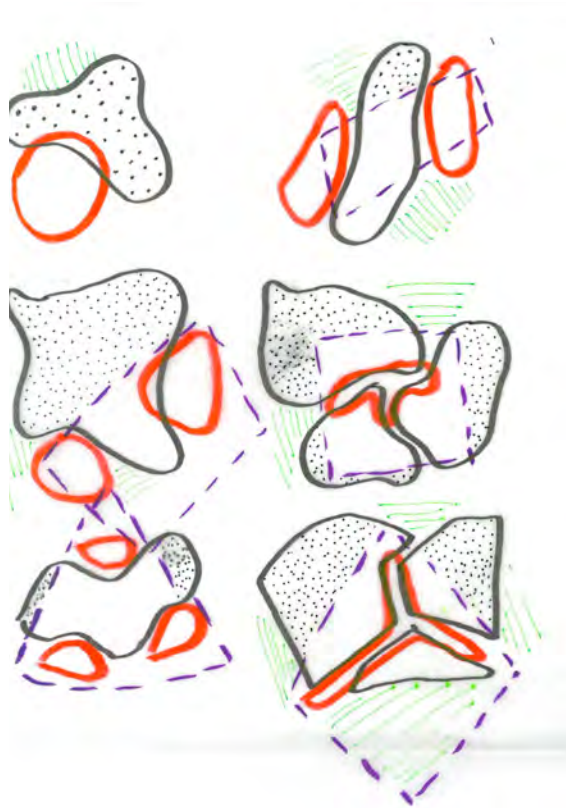


FIRST PROPOSAL OF FESTIVAL PAVILION IN SPACE



The design intent and ambition is to create dynamic relationships between community, location, Weekday the brand, sustainability and education for the benefit of being aware of consumerism through design; prioritising a more thoughtful experience. This aims to create an exciting and new way of experiencing the retail world.

Weekday the brand is a green, sustainable brand striving to make their clothes as recyclable, durable and circular as possible. My approach has focused upon making attachments to products through rituals to extend the lifetime of an item of clothing. This is achieved by bringing in screen printing and naturally dying clothes, influenced by in store projects Weekday introduces to their audience. Throughout this proposal, the drive has been to rethink consumer culture with circular priority while additionally ensuring the festival pavilion for Weekday is comfortable for the expanse of people, community and the audience of Weekday - bringing in natural dying drums, a traditional process found in places such as Morocco and India, using landscape and organic design to excite the community and offering this new perspective of shopping. Doing this ensured the reach of this project is bigger than just for Weekday, but a pavilion reflecting and teaching society the importance of being aware of sustainability and how the retail industry in our Western society is a large factor harming the environment.



moool - Children's Discovery Center of COB Wangjing Mansion by L&A Design



Turenscape Design Institute - China, Urban green space / public space



Storyboard of someone's journey through the space and their role as part of the process

when people arrive they'll observe the space and once explained they would find any piece of fabric and cut the amount off they want.

After cutting some fabric they would decide the coloured dye they like and prefer, out of the natural dying drums.

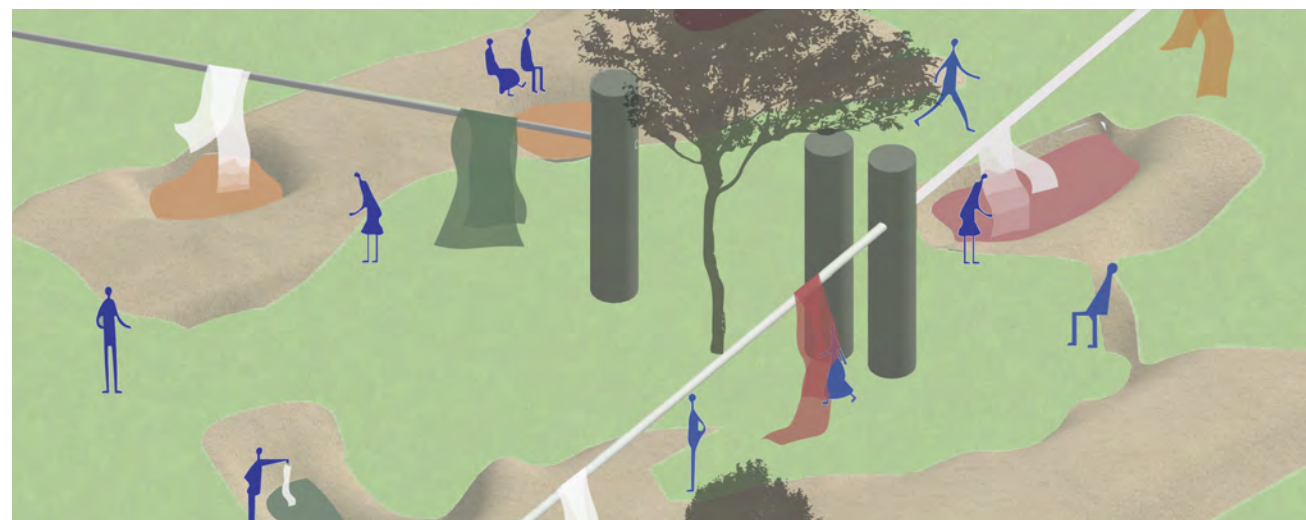
Once dunking and submerging the fabric - watching the plainly coloured fabric develop from the colour in the dye.

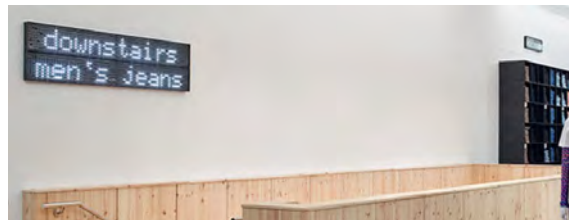
The audience would then place the dyed fabric back onto some scaffolding, letting it dry.

Which then they would notice the dry fabric done by previous people exploring the space - and choose their favourite.

From there, it would be taken over to a workshop area in which it can be cut, sewed and made into a item of clothing.

Where they can leave the space feeling accomplished, educated and pleased wearing the item. This will allow the community, visitors, audience to feel attached to the item of clothing they made, learning about circular economy and about how the retail community needs to be more aware of the issues within it.

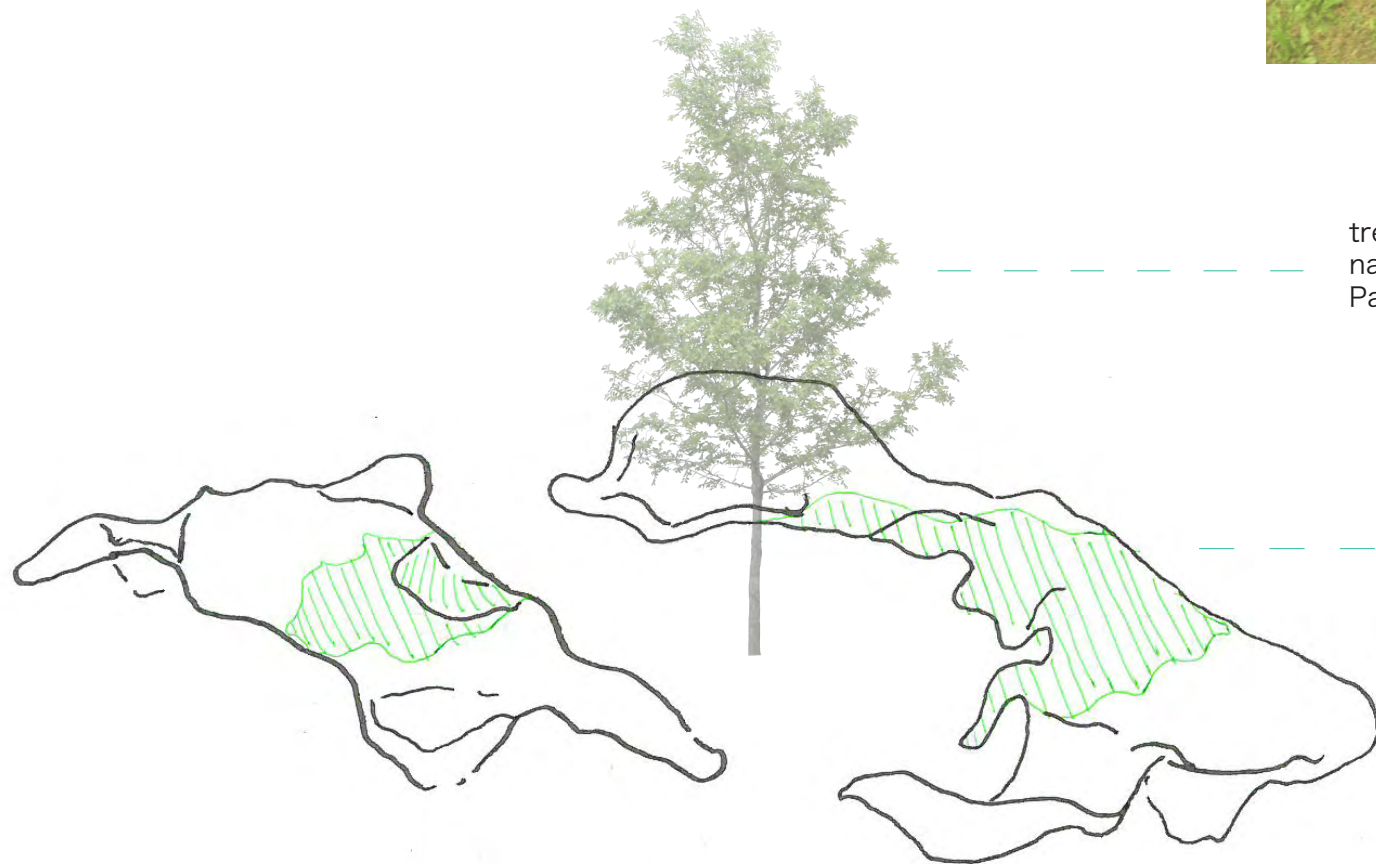




Weekday name printed onto the stairs, to subtly showcase the brand. Inspired by Weekday text around retail stores



tree planted to commemorate the power of nature & to add a mark from the Weekday Pavillion



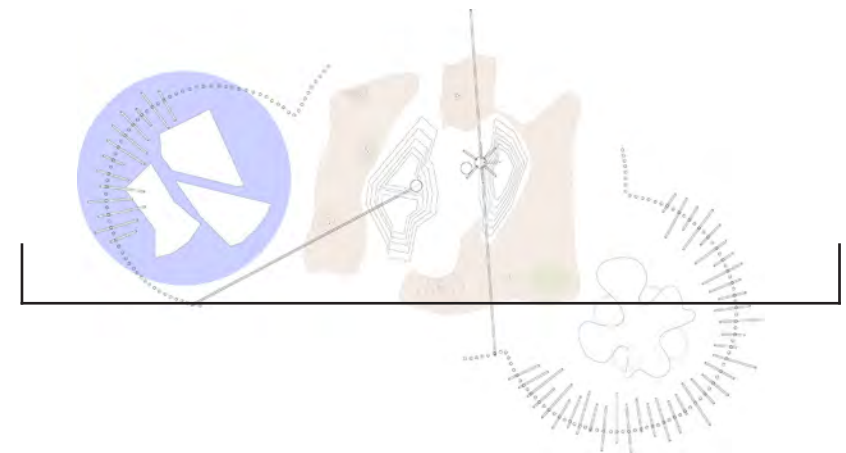
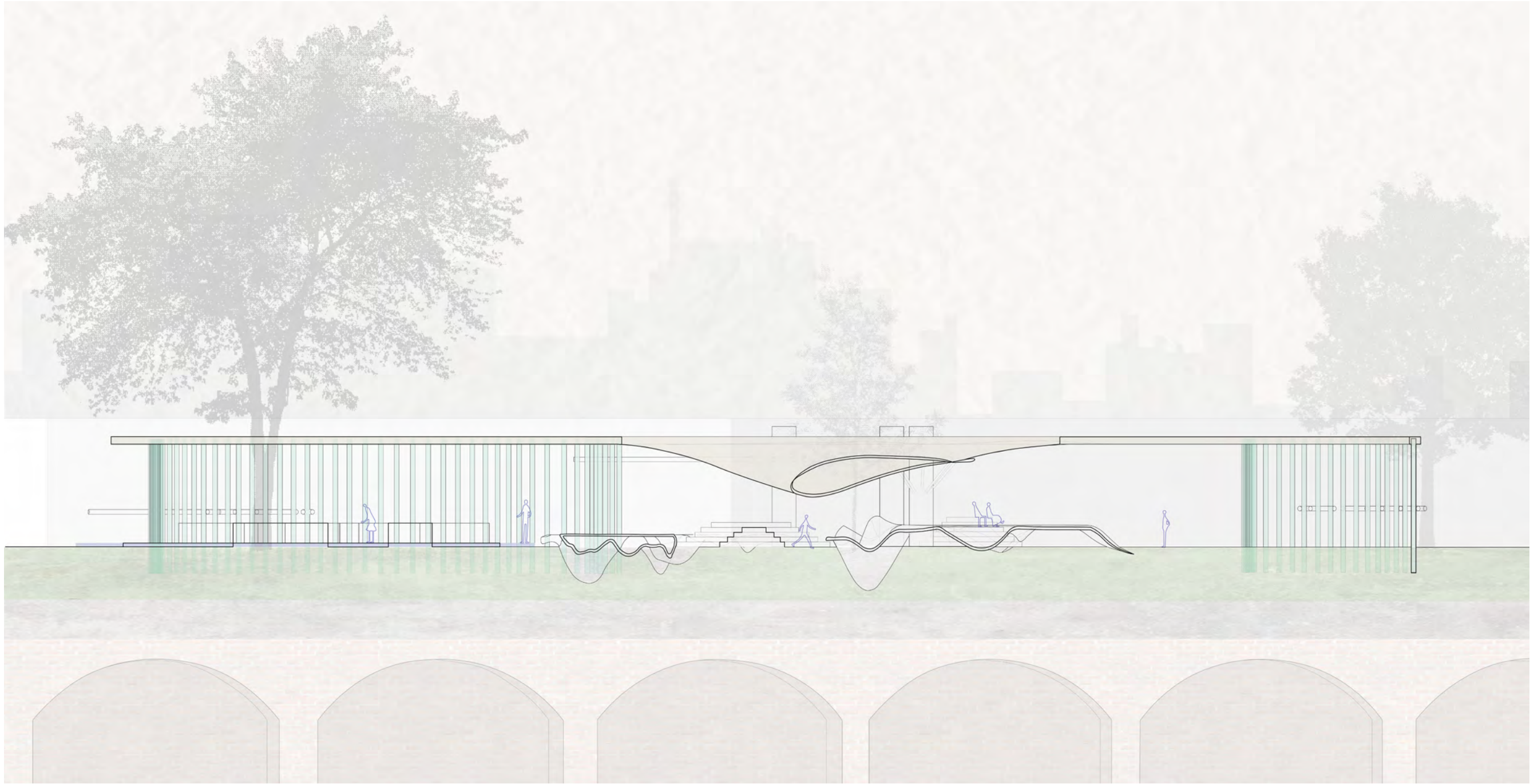
Swedish map, printed / painted onto clay, creating an interesting print & bring the brand originality into it - allowing people to question the reason for this post festival

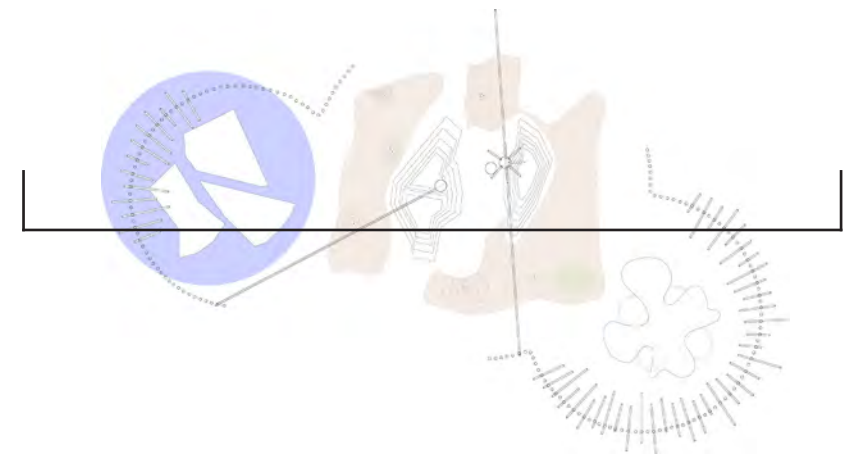
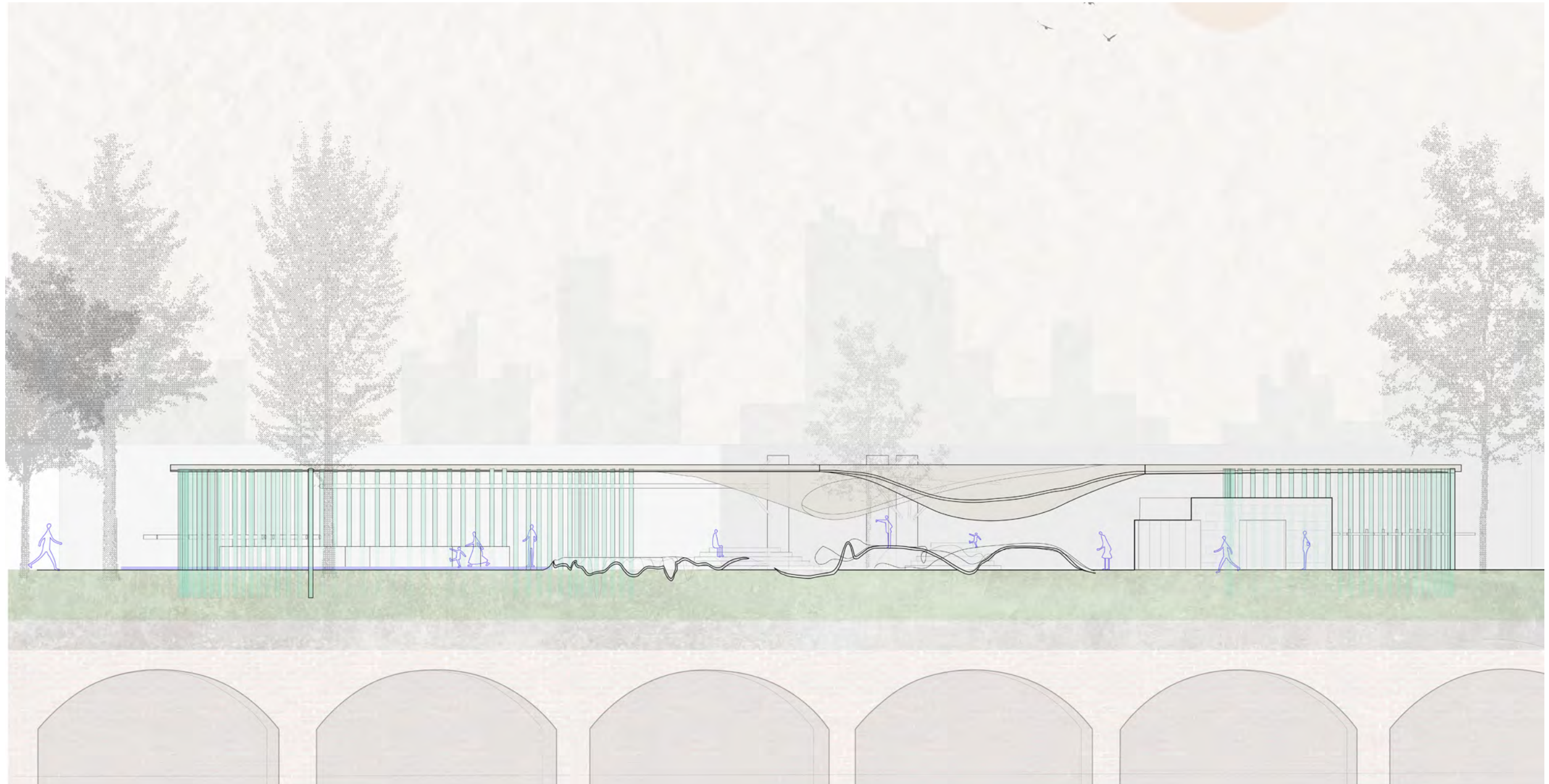
EXPERIENCE POST FESTIVAL FOR COMMUNITY

The importance of maintaining the brand after the festival has finished, is important for Weekday to be recognised. Ways that this could be achieved is by printing the Stockholm map onto the drums, however this was less successful as a part of a design. However bringing a continuous text around the ridges of the steps / seating, feels like subtle but iconic Weekday aesthetic.

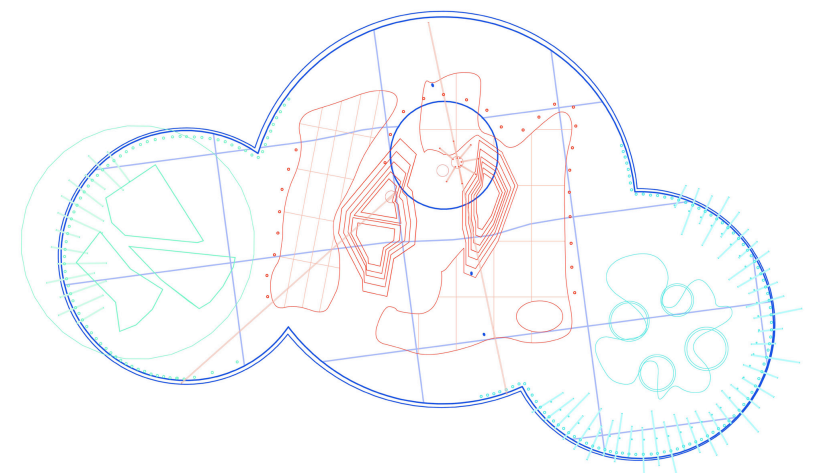
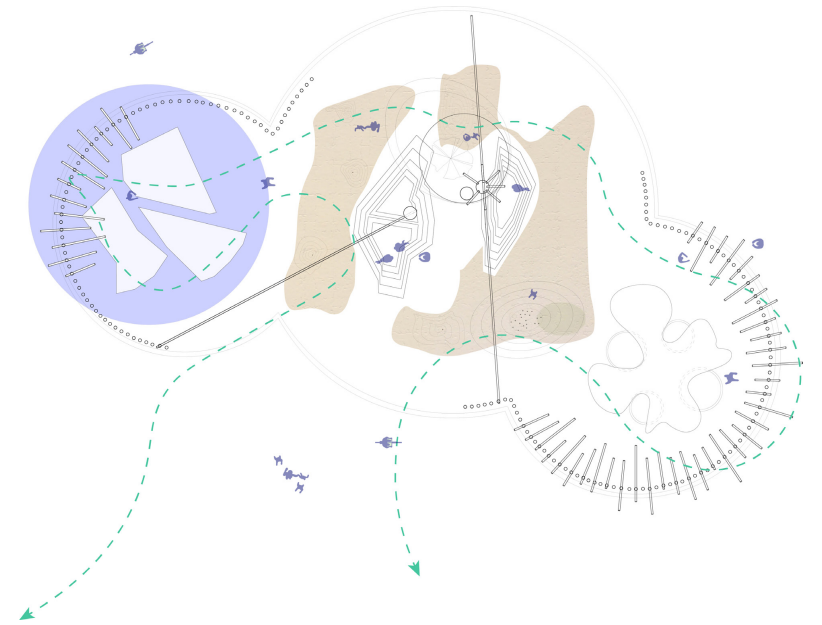
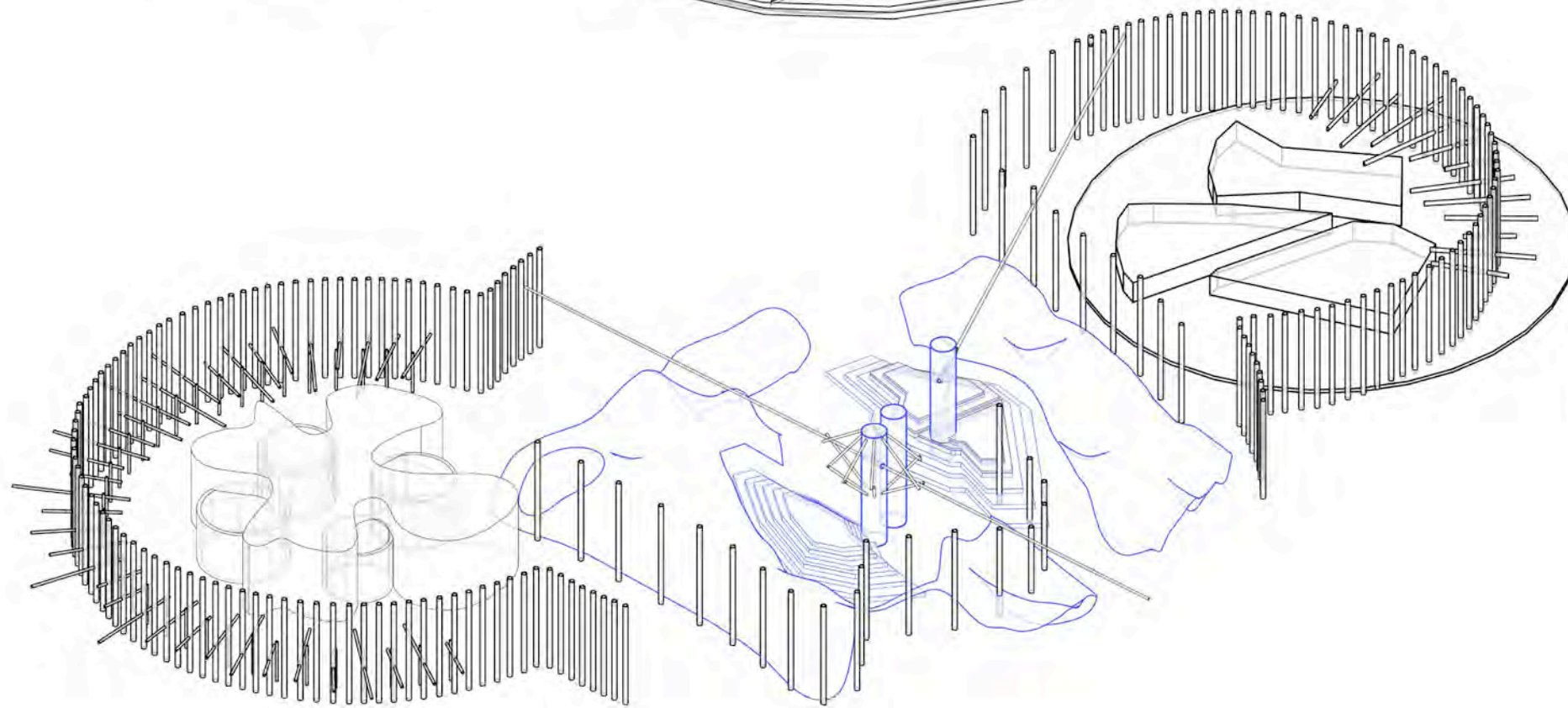
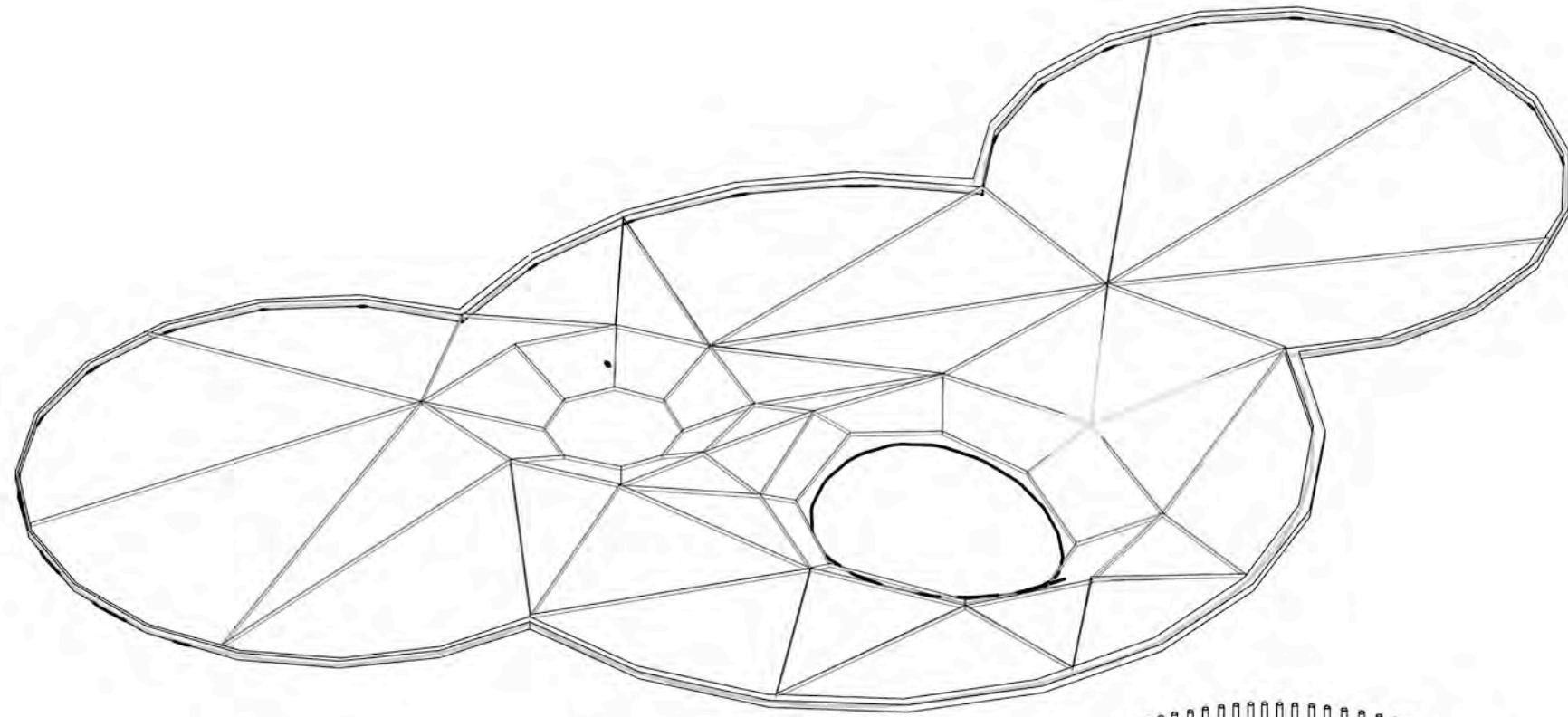
FLOORPLAN 1:200







Elements staying post festival and elements moving to the next festival location



- elements moving to next festival location
- heritage, staying for the community

- workshop
- natural dying drums / social space changing
- room + clothes display
- canopy - roof





