



RETAIL DUALITIES AND CIRCULAR COMMUNITIES

Rethinking retail through sustainability and user experience.

This project involves the design of materials, products, spaces, structures, and services.

The project is composed of several tasks, each having separate concept and approach. They are unified through materials and the large-scale concept of 'souvenir collection'.

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Image: Brand pavilion at Bishopsgate Goodsyrd,
North Elevation

PRODUCT DESIGN

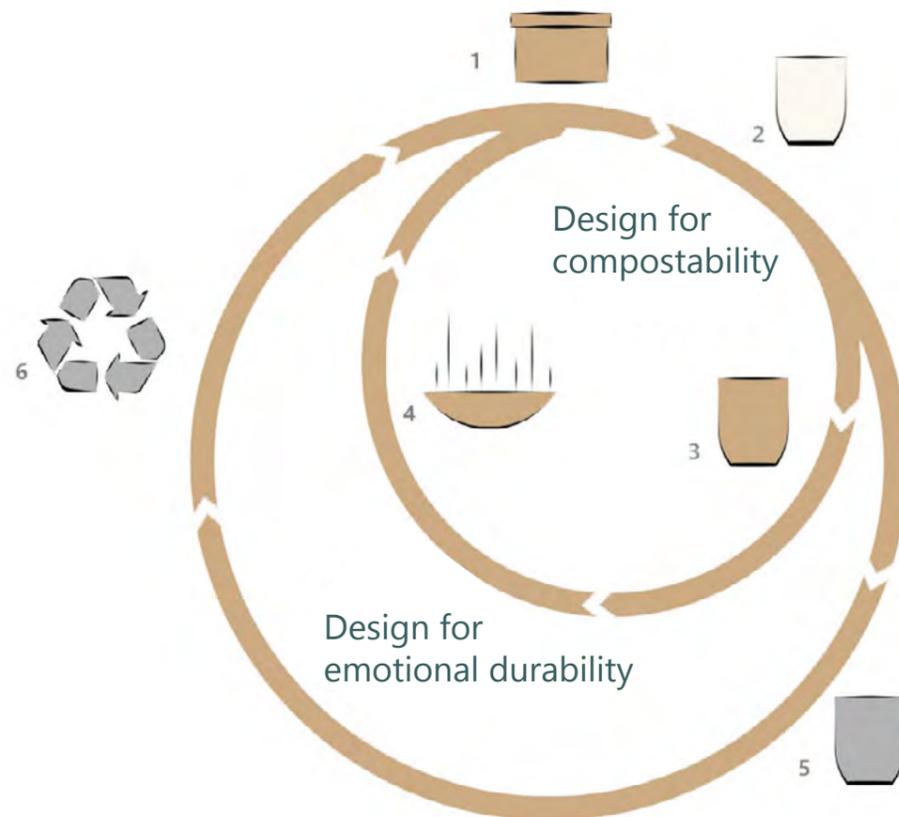
I am designing for the skin care brand Aesop.

I have interpreted the existing product concept to remake Aesop's candle design.

I designed my product to be compostable and emotionally durable while having the element of surprise revealed with the passing of time.

Materials

1. Vegetarian Candle
2. Mycelium
3. Stainless steel candle holder with a star map (perforated and engraved)



Life Cycle

1. Production, delivery and selling
2. Product use
3. Mycelium layer can be separated
4. Decomposition
5. Stainless steel layer can be used for unlimited period of time
6. Recycle

POP-UP STORE AT WATERLOO STATION



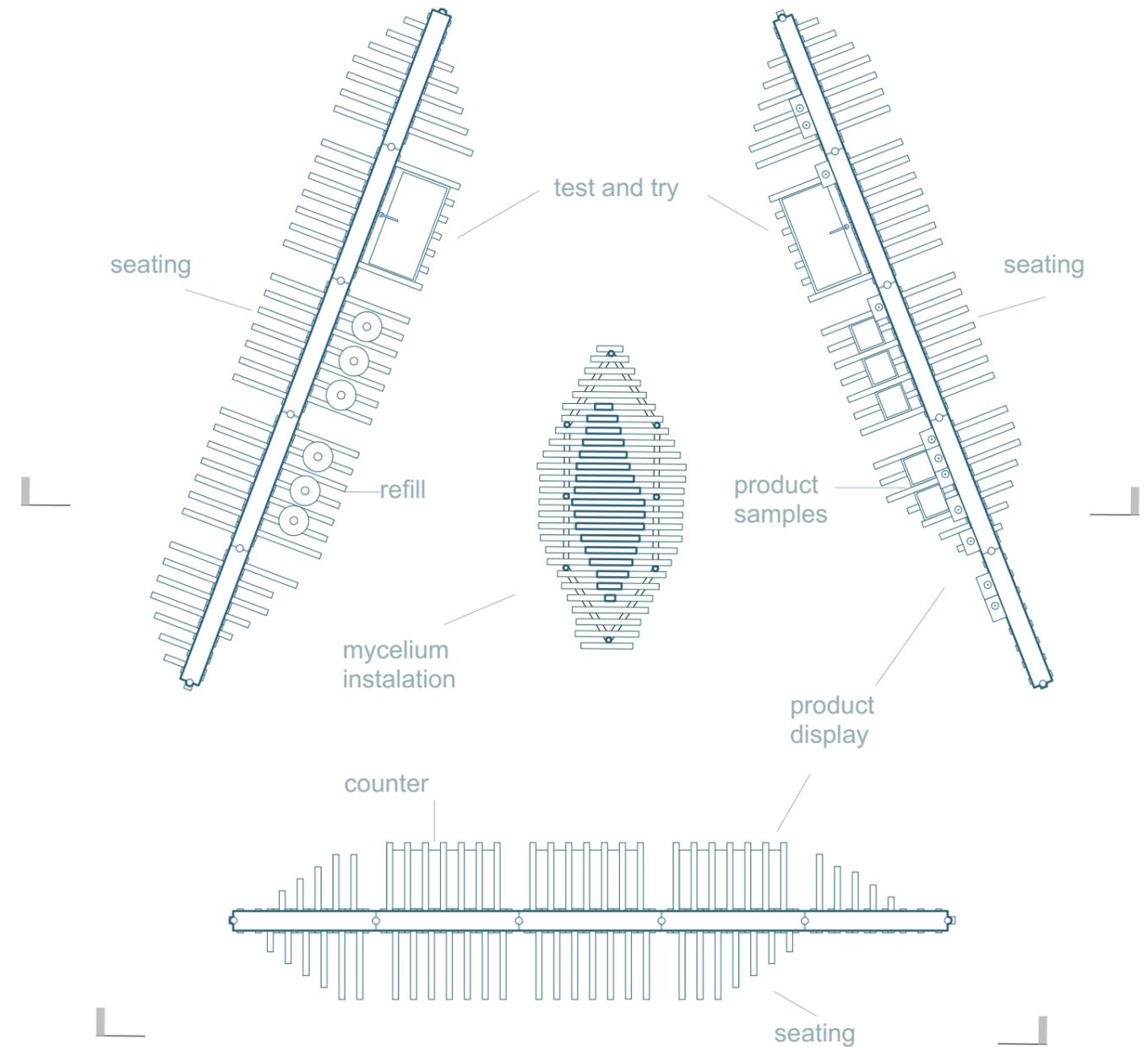
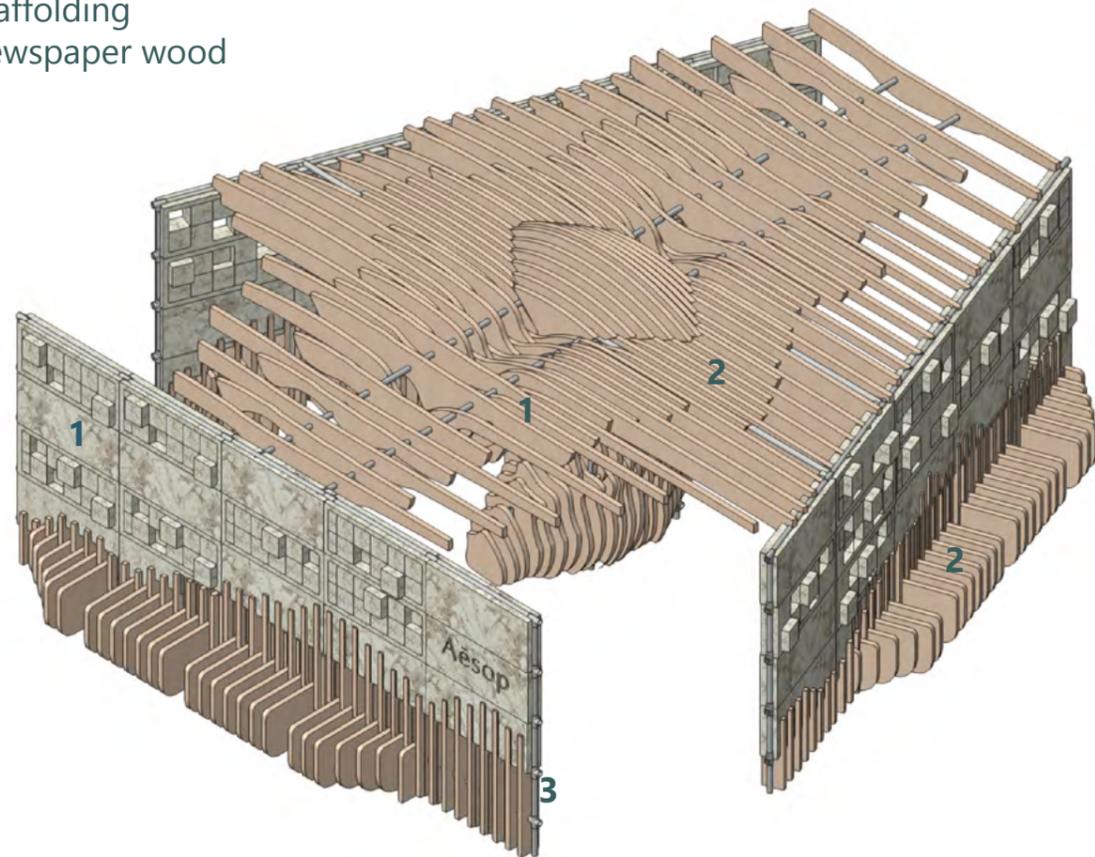
Refill Area

POP-UP STORE AT WATERLOO STATION

The Pop-Up represents how people alter natural resources to fit the industry.
 In connection to the product, I am using mycelium and scaffolding. I am introducing a third material -newspaper wood from outdated TFL newspapers. The Pop-Up is designed to fit the different paces of passengers and to communicate the brand identity. Refill and return services are introduced.

Materials

1. Mycelium
2. Scaffolding
3. Newspaper wood



Proposed Drawings
 Scale 1:50 at A3



BRAND PAVILION AT BISHOPSGATE GOODSYARD



North Entrance

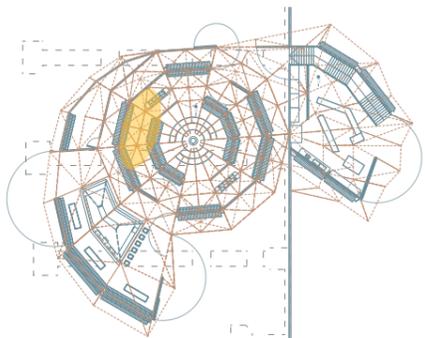
BRAND PAVILION AT BISHOPSGATE GOODSYARD

The Brand Pavilion is responding to local issues- the lack of green spaces and the large amounts of food waste.

The design is based on the Pop-Up and the local area. The concept is Passionflower and is developed around the key spatial element -the garden.

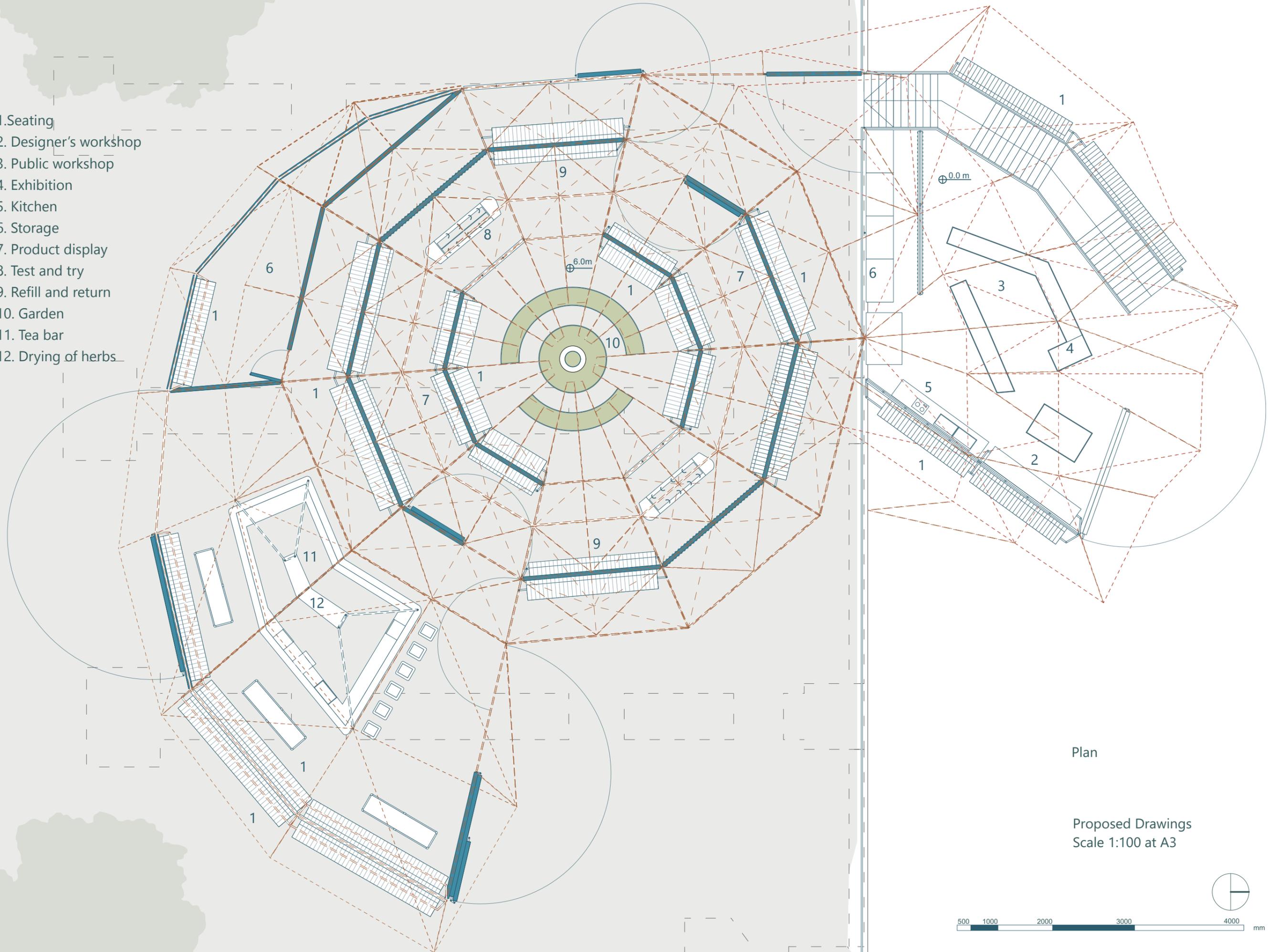
The elements of the Pop-Up are reused in the Pavillion. It has scaffolding construction and a tensegrity roof from hemp canvas. The interior elements are made from newspaper wood, mycelium, bioplastic, stainless steel, and metal.

The Pavilion is a part of a three-month festival. At the end it will travel to another destination, leaving behind parts of the garden in order to promote urban farming and the development of Bishopsgate as a green space.



Retail Area

- 1. Seating
- 2. Designer's workshop
- 3. Public workshop
- 4. Exhibition
- 5. Kitchen
- 6. Storage
- 7. Product display
- 8. Test and try
- 9. Refill and return
- 10. Garden
- 11. Tea bar
- 12. Drying of herbs



Plan

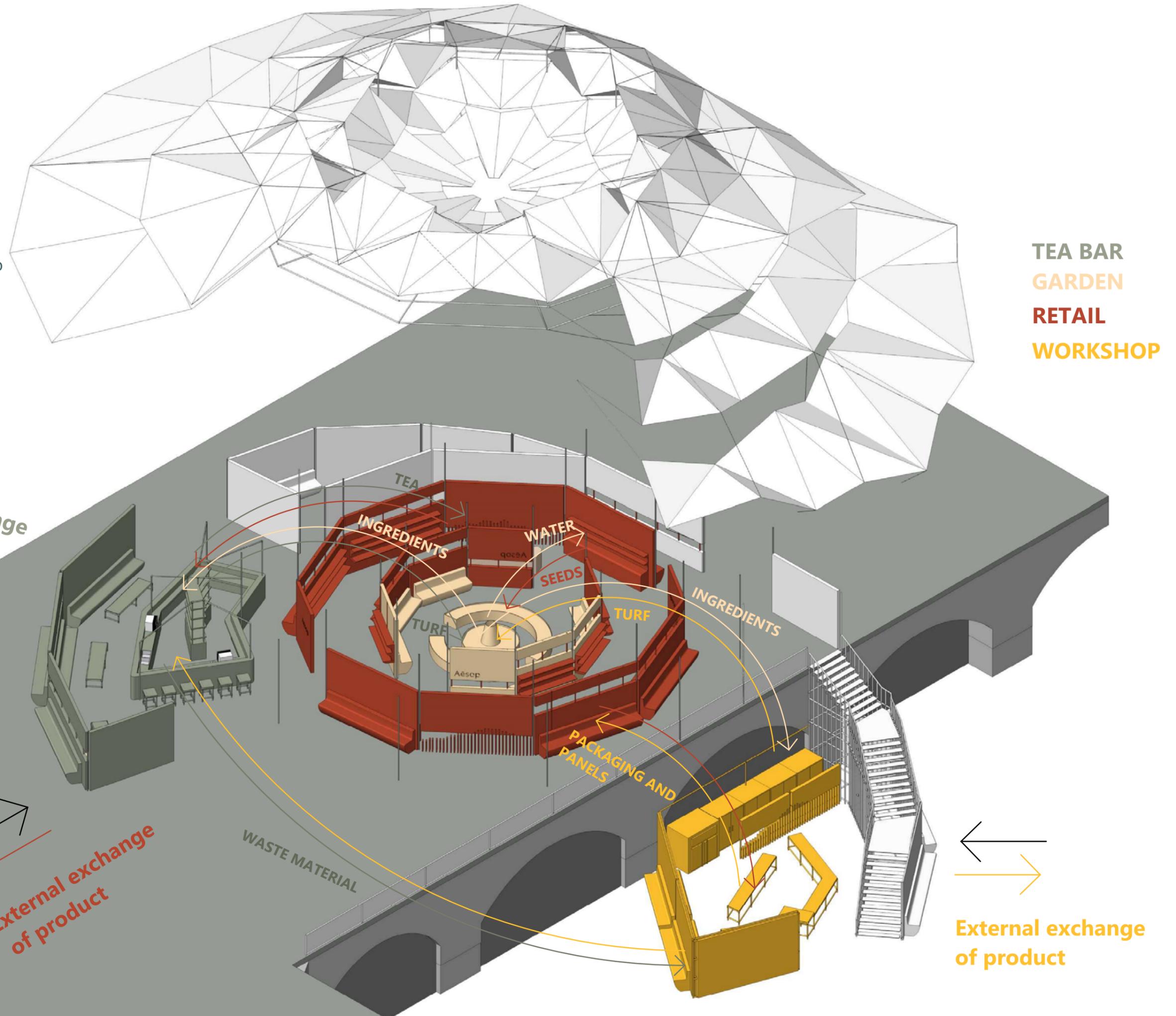
Proposed Drawings
Scale 1:100 at A3



BRAND PAVILION AT BISHOPSGATE GOODSYARD



In connection to the local issues, local communities and to the brand identity, I decided to have a workshop, retail, a garden and a tea bar. Together they create an internal ecosystem and relate to the four branches of sustainability.



TEA BAR
GARDEN
RETAIL
WORKSHOP

External exchange of product

External exchange of product

External exchange of product

WASTE MATERIAL

BRAND PAVILION AT BISHOPSGATE GOODSYARD

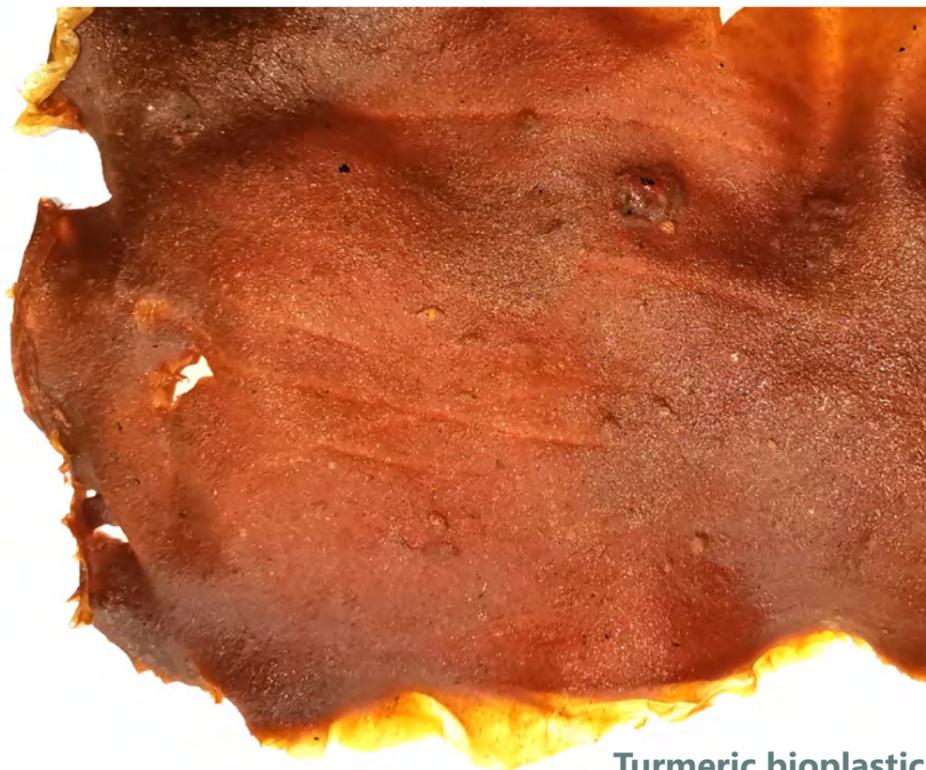
As part of the large-scale concept of 'souvenir collection' I am proposing a new product line based on the local climate conditions of Shoreditch. The products will be in cases made from food waste biomaterials with ingredients sourced locally and from the pavilion. They will be produced at the pavilion's workshop by a designer in residence. I experimented with making biomaterials and created several new recipes. I was aiming to create materials with the properties of leather.



Tea waste bioplastic



Gelatine bioplastic



Turmeric bioplastic



Tea waste bioplastic