

# BUTTERFLY EFFECT

Social and Environmental Consequences of the Jewellery Industry with the brand Positive Luxury.

## WHAT

I have designed a space where the brand Positive Luxury can grow their brand. Currently Positive Luxury is helping businesses become sustainable and rewarding them with the butterfly mark. This is done online. Through my interior I would like to powerfully raise awareness to the public on the consequences the jewellery industry has socially and environmentally. I am also going to concentrate on making it a personal experience for my user to shop with the brand Positive Luxury.

## WHERE

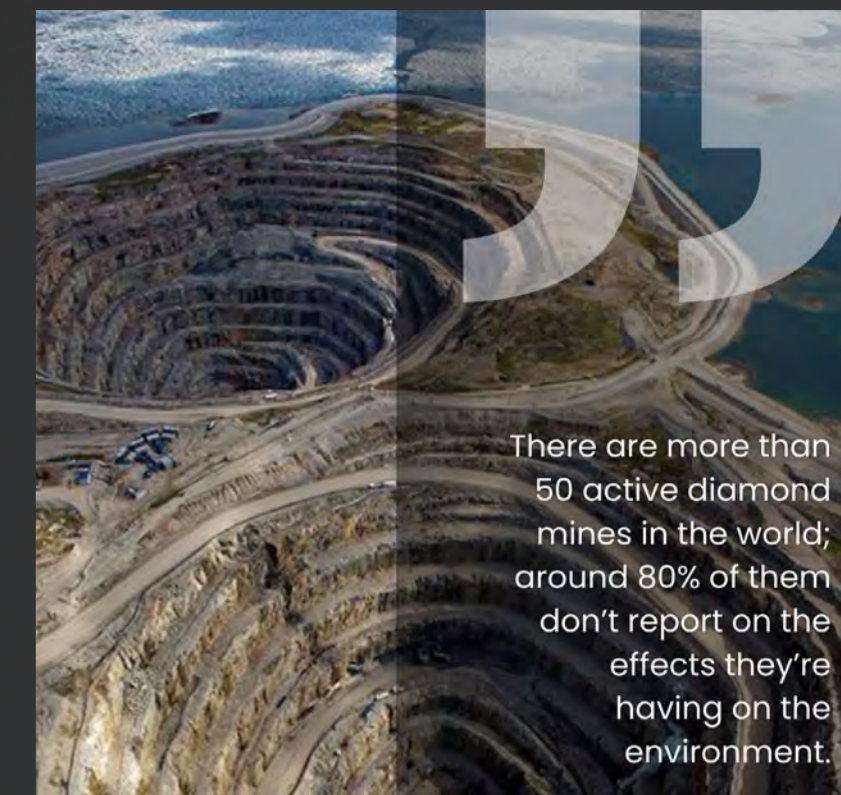
My site is in Birmingham's Jewellery Quarter. A distinctive environment, with a significant history of jewellery production. The region is extraordinary for its dense concentration of converted homes, factories, and speciality buildings, built over a period of 180 years. A unique collection of properties connected to jewellery and metalwork. I feel Positive Luxury needs a building in Birmingham's Jewellery Quarter to inform and spread the word. This branded establishment is going to be the positive change the jewellery industry needs.

## WHY

I want to create an interior that raises awareness to the horrifying consequences the jewellery industry has on our environment and people, to encourage change for the future of our planet. I want to create one interior that then has a butterfly effect. I believe that once one brand shows they can be ethical, sustainable and fully transparent there's no excuses for other businesses not to be. If we don't make changes now, then the detrimental impacts to our environment will continue and individuals in mining countries will suffer.

**"WHEN A DIAMOND IS MINED, AN ESTIMATED 250 TONS OF EARTH ARE SHIFTED FOR EVERY SINGLE CARAT. TO PUT THIS INTO PERSPECTIVE, WE MINE AROUND 148 MILLION CARATS EVERY SINGLE YEAR. THE MINES ARE SO MASSIVE THAT THEY CAN BE SEEN FROM SPACE. AND THAT'S JUST THE MINING OF THE DIAMONDS, A STONE SMALLER THAN YOUR FINGERNAIL"**

(Sustainable Jungle n.d.).



There are more than 50 active diamond mines in the world; around 80% of them don't report on the effects they're having on the environment.



1991-2001, THE BRUTAL WAR IN SIERRA LEONE, AFRICA

## CHILD LABOUR!

ONE MILLION KIDS ARE REPORTEDLY EMPLOYED GLOBALLY IN SMALL-SCALE MINING ACTIVITIES.

While Sierra Leone was raided for diamonds people were often taken as captives, thousands of children were abducted, women were sexually abused, and people were left for dead in the streets.



**1 MILLION KIDS ARE REPORTEDLY EMPLOYED GLOBALLY IN SMALL-SCALE MINING ACTIVITIES!**



Air pollution, water waste and pollution, ecosystem loss and damages, greenhouse gas emissions, dangerous materials and waste. Chemical spills of cyanide, mercury and sulphuric acid are leaked into the local soil and water supply. A tremendous amount of animal habitat and life loss due to mining noise and vibrations, along with vegetation loss and erosion. Fast fashion jewellery will sit in landfill for forever. "It's been estimated that every mined carat releases around 57kg of carbon into the atmosphere"



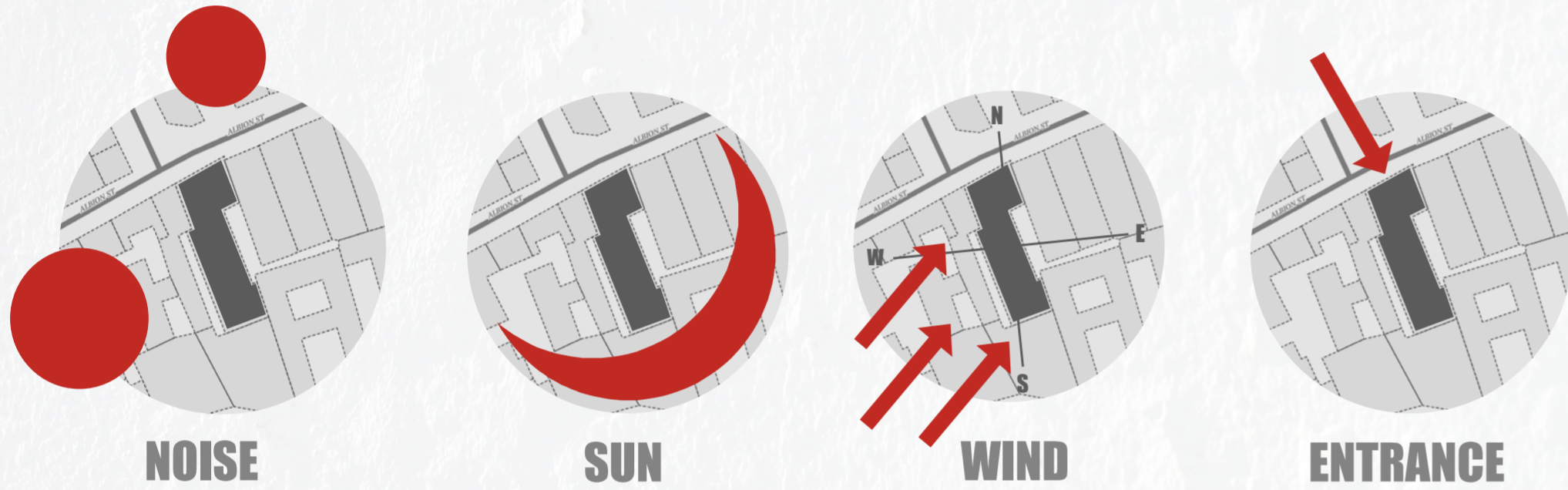
CHEMICAL SPILLS OF CYANIDE, MERCURY AND SULPHURIC ACID ARE LEAKED INTO THE LOCAL SOIL AND WATER SUPPLY



# SITE

## 62-64 ALBION STREET IN BIRMINGHAM'S JEWELLERY QUARTER

I chose a site in Birmingham's Jewellery Quarter to link back to the history of the jewellery industry. 62-64 Albion Street used to be a jewellery factory for watch parts for Rolex. I have retained significant architectural features within the site such as the original floor tiles, old signs from the original jewellery factory, the authentic fire case and old press machine. When cutting into the building I had to make sure nothing of significance was removed and also be aware of the grade II listing. I visited the site, created a site audit and walked around the jewellery quarter all as part of my site research. The reuse of 62-64 Albion Street has allowed me to revive historic and architectural elements of the building.



## SITE AUDIT

### THE YARD



### GROUND FLOOR



### GROUND FLOOR



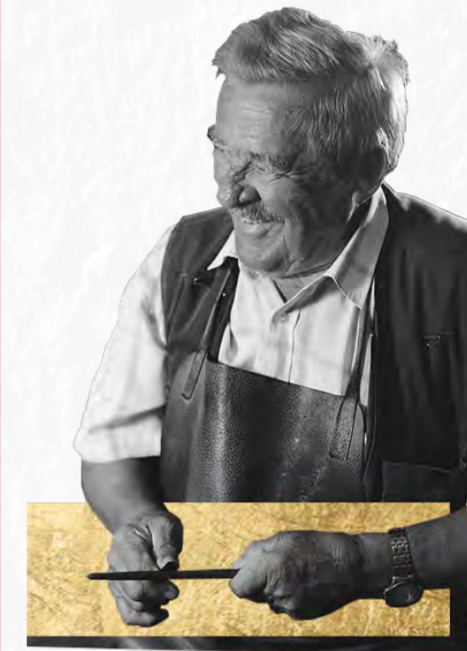
### FIRST FLOOR



## THE USERS - THE JEWELLERS



Hello, I'm Pete. I am a master jeweller, meaning I am expertly skilled in jewellery design, drawing, engraving, hand building, soldering, wax carving and setting. I learnt many of the traditional jewellery techniques from my Father. However, I strongly believe change needs to be made to the jewellery industry to create a more sustainable future. I am the Team Manager at Positive Luxury and I get great satisfaction from producing sustainably. We all have an accountability to source and manufacture ethically, and I personally would like to lead the way!



Hey, I'm David. I specialise in Diamond and Gemstone setting. I fix precious and semi-precious gemstones into various items of jewellery, accessories and silverware using a range of setting and carving techniques. I am responsible for securing the gems into the mounts created by my colleagues. I trained for five years to become a setter after finding my passion for jewellery making. My favourite part of my job is the setting of ash diamonds, I love the customer reactions for such personal items of jewellery and how it is a sustainable option to diamond mining.

## THE USERS - THE SHOPPERS



Hi, my name is Leah. I love jewellery but I have recently been reading about the environmental and social impacts sourcing the materials have on our planet! I've been trying to shop sustainably however struggled when it came to jewellery. I always found companies couldn't answer my questions about the sustainability of their products. Finding out about the butterfly mark has been extremely helpful. My favourite experience shopping for jewellery is at Positive Luxury, they personalise the experience and since opening their store I have seen a change for the better in the surrounding shops.



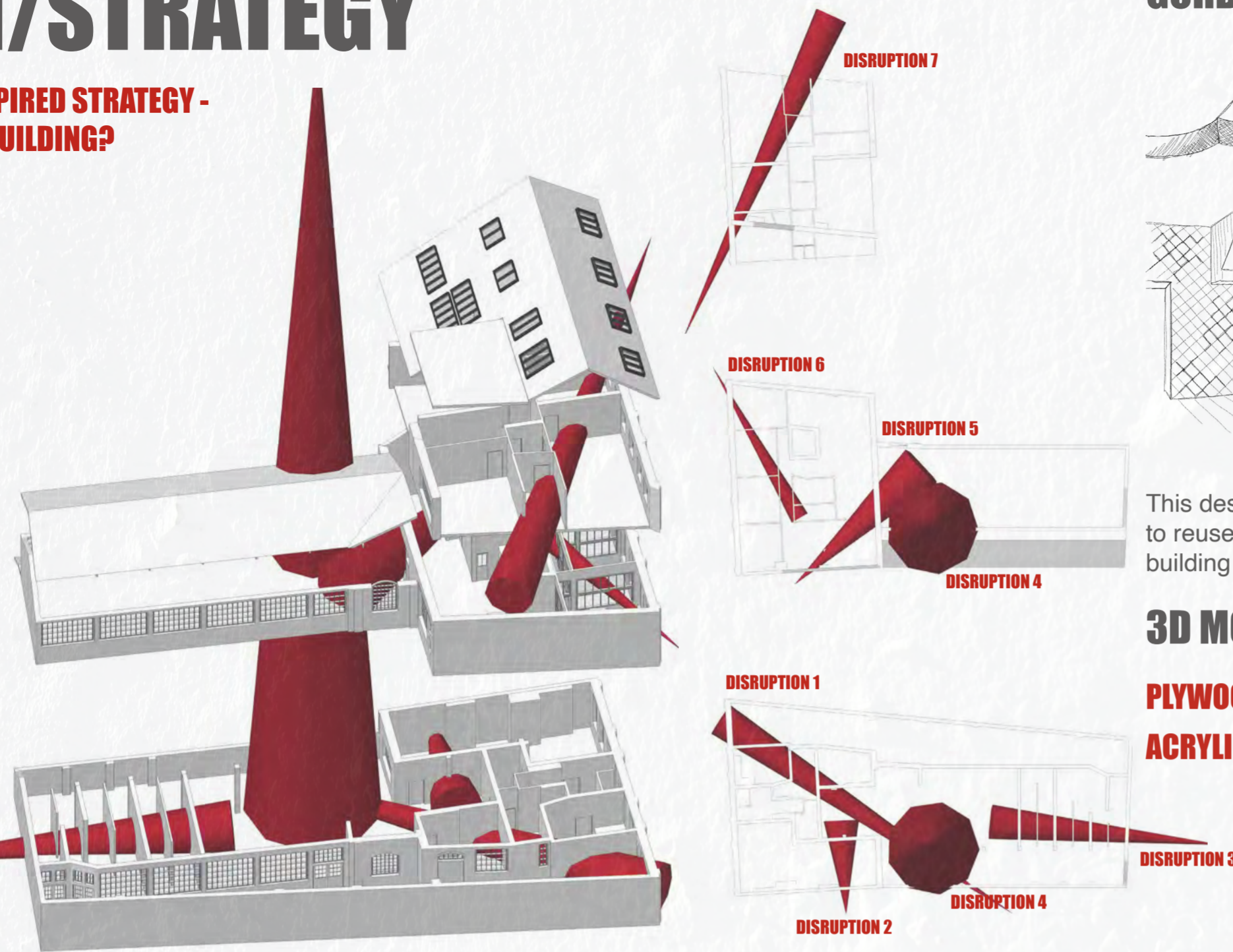
Hello, I am Edith. It is my granddaughters 21st birthday coming up and I would love to gift her an item of jewellery she can keep forever. I have some jewellery that has been passed down in the family that I would love to alter to fit my granddaughters style. I have some ideas in mind but would love to hear and have input from a professional jeweller. I would love to see the different design options that are possible to be made from our antique jewellery, so it can be continued to be worn.



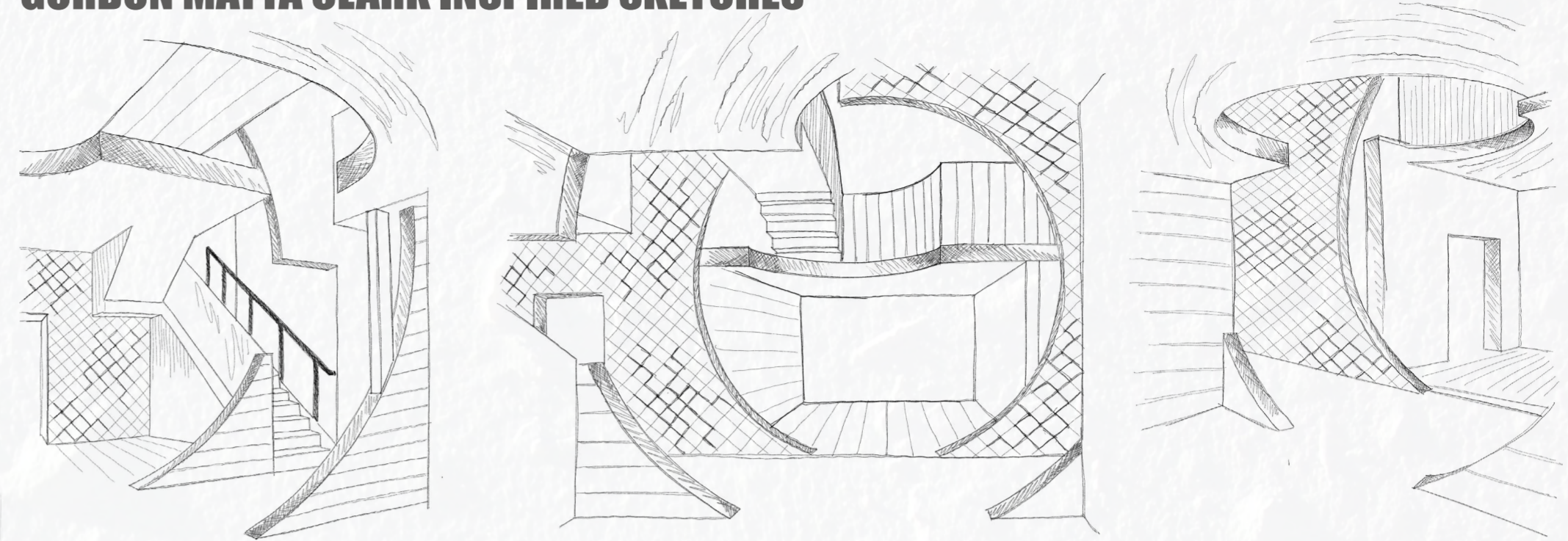
# CONCEPT/STRATEGY

## GORDON MATTA CLARK INSPIRED STRATEGY - WHAT IF I MINED INTO MY BUILDING?

My concept of cutting into my interior was inspired by Gordon Matta-Clark. Each disruption (cone) leads the user into the next step of their journey to become a sustainable shopper. The architectural disruptions have created a sense of intrigue, and guides the users through the shop where they are presented with bold graphical visuals which highlight the shocking facts and figures about the consequences of the jewellery industry to raise awareness of the issues. Then disruption four (the void) leads the user up the floating stairs into their sustainable jewellery making process. Some voids are there to walk through, others are there to see through to other rooms and processes.



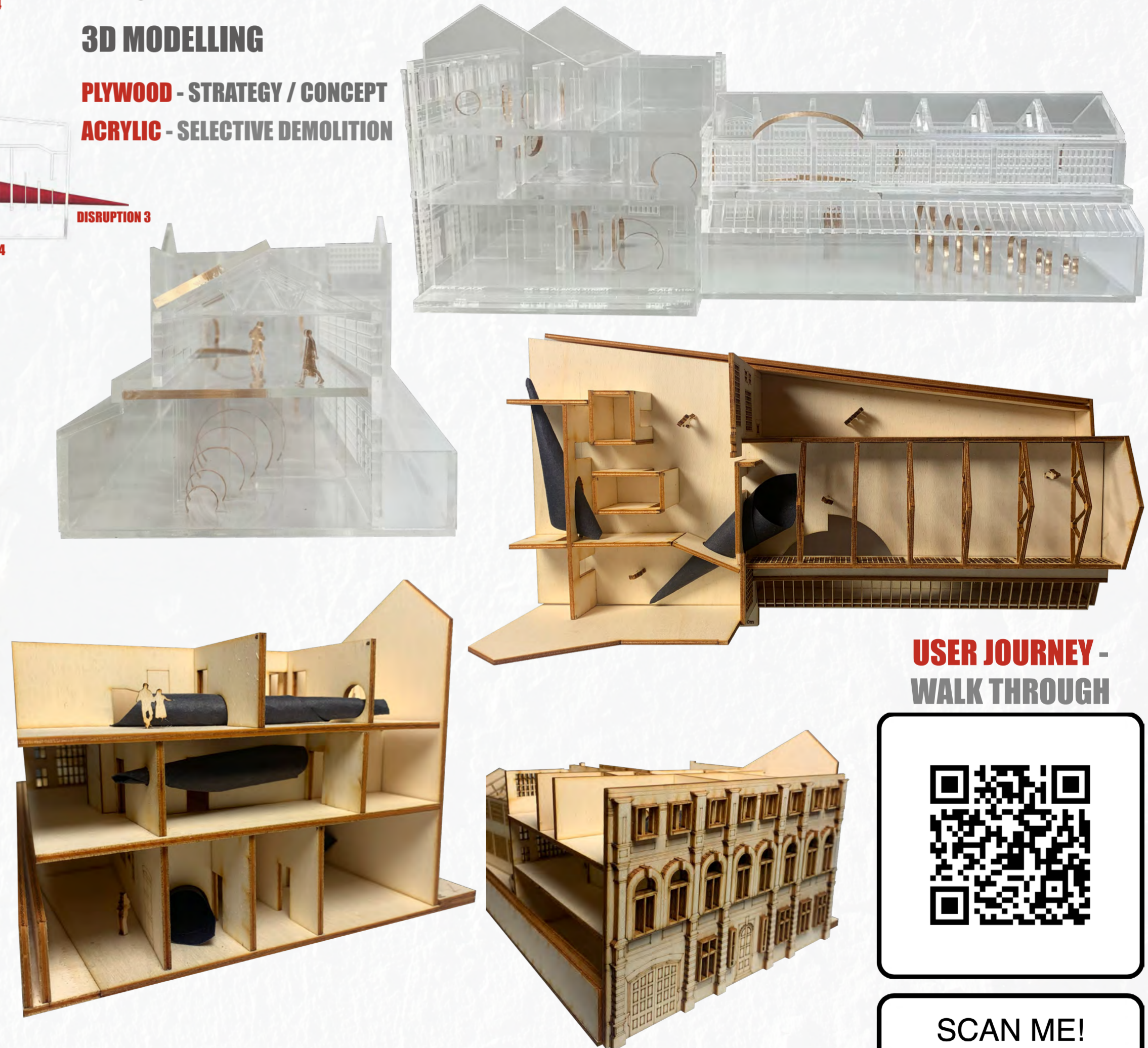
## GORDON MATTA CLARK INSPIRED SKETCHES



This design has anarchic elements such as the disruption cuts that challenge and break the rules of design. I have been able to reuse the rubble from the disruption cones cutting through the building into my bespoke fitting. As well as taking into account building materials that can be reused after demolition.

## 3D MODELLING

**PLYWOOD - STRATEGY / CONCEPT**  
**ACRYLIC - SELECTIVE DEMOLITION**



## WHAT IF I MINED INTO MY INTERIOR?



**USER JOURNEY - WALK THROUGH**



**SCAN ME!**



# EXPLODED AXONOMETRIC WITH VISUALS

WORKSHOP 2



WORKSHOP 2

POLISHING AND SETTING



ASH DIAMOND LAB



POLISHING



DESIGN CREATION



JEWELLERY SHOP



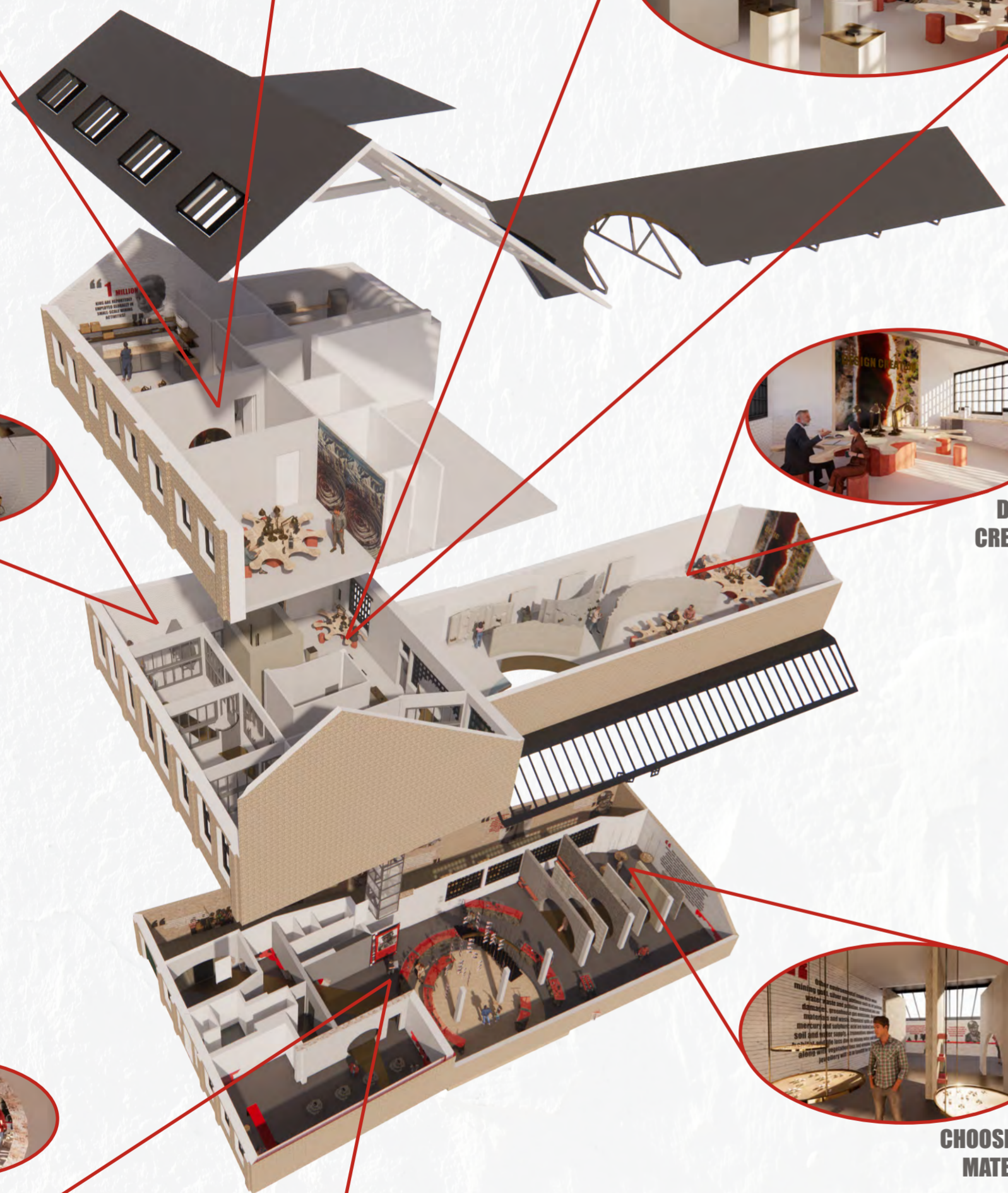
CHOOSING OF MATERIALS



VICTIM POSTERS



JEWELLERY SHOP



DISRUPTION 4



DISRUPTION 7



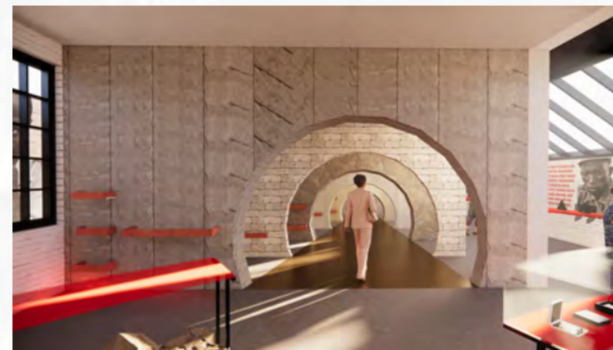
DISRUPTION 6



DISRUPTION 5



DISRUPTION 3



DISRUPTION 2



DISRUPTION 1



## KEY

- 1- Lift
- 2- Staff room
- 3- Office
- 4- Jewellery workshop space 1
- 5- Jewellery workshop space 2
- 6- Jewellery workshop space 3
- 7- Toilet

## KEY

- 1- Design creation
- 2- Jewellery try on
- 3- Lift
- 4- Ash diamond lab
- 5- Office
- 6- Ash diamond HTHP machines
- 7- Laser cutting
- 8- Polishing
- 9- Setting
- 10- Vault most expensive jewellery
- 11- Display for lab diamonds

## KEY

- 1- Entrance
- 2- Toilet
- 3- Lift
- 4- Jewellery Shop
- 5- Choosing of materials to upcycle into jewellery
- 6- Floating stairs
- 7- Original site tiles
- 8- Jewellery press from site
- 9- Yard

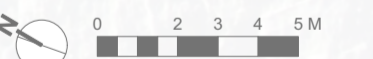
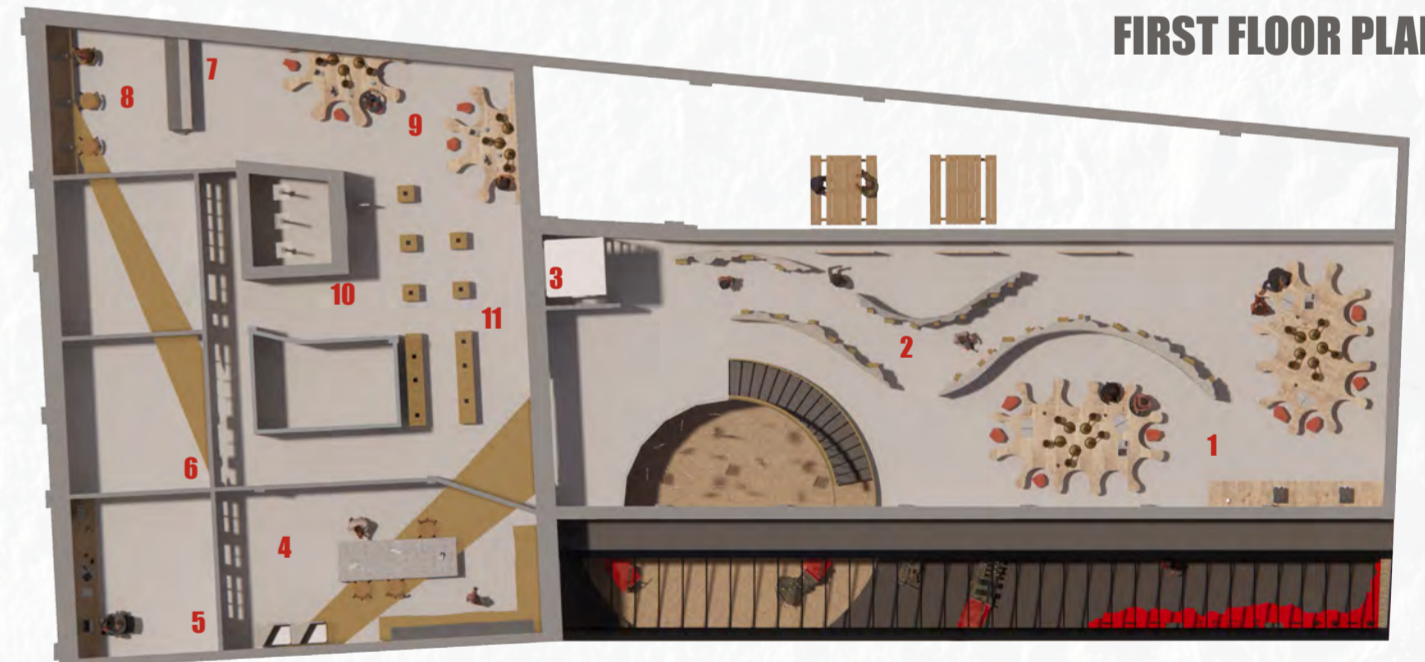
ROOF PLAN



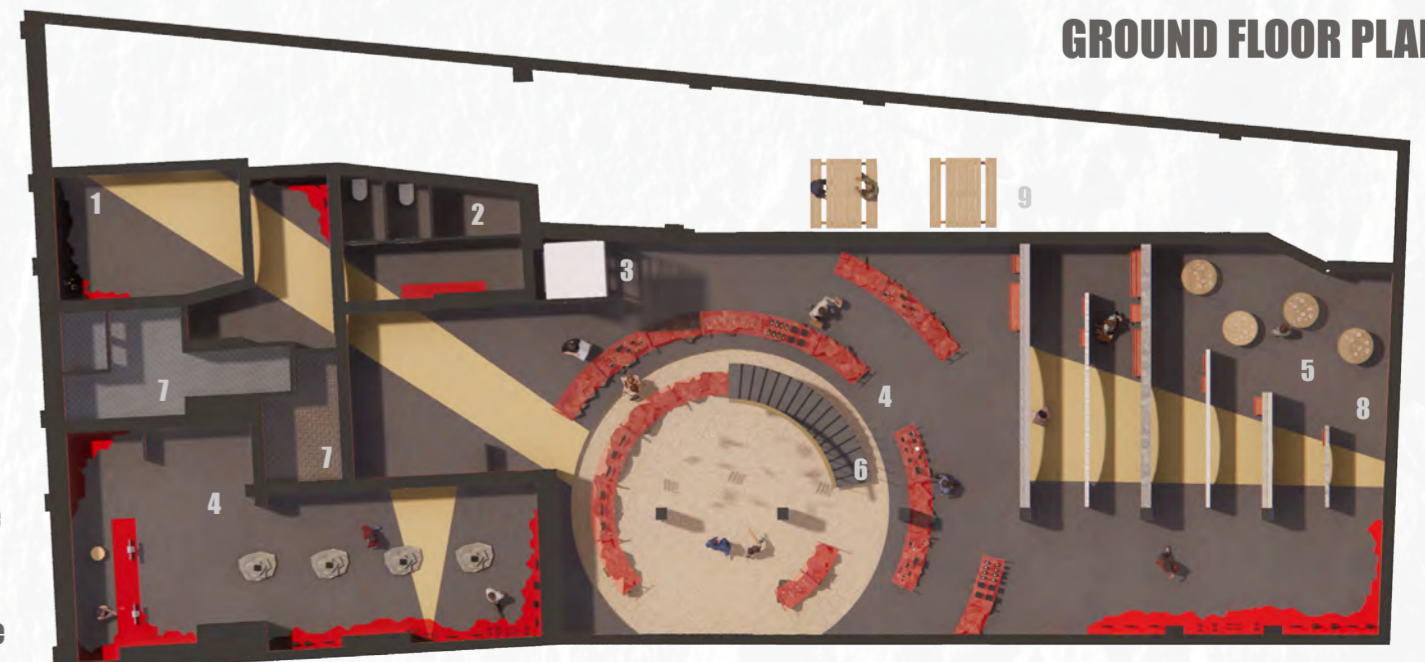
SECOND FLOOR PLAN



FIRST FLOOR PLAN



GROUND FLOOR PLAN





# MATERIALITY



- 1) Sandstone - Natural and UK Based.
- 2) Red Sandstone - Natural and UK Based.
- 3) Limestone- Natural and UK Based.
- 4) Bronze polished - little maintenance and fully recyclable.
- 5) Bronze brushed - little maintenance and fully recyclable.
- 6) Existing to site
- 7) Antique brass desk lamp - can be recycled infinite times.
- 8) Low iron glass - Recycled.
- 9) Re-crete - Sustainable concrete alternative.
- 10) Posters
- 11) Coat paint - Luxury eco paint.

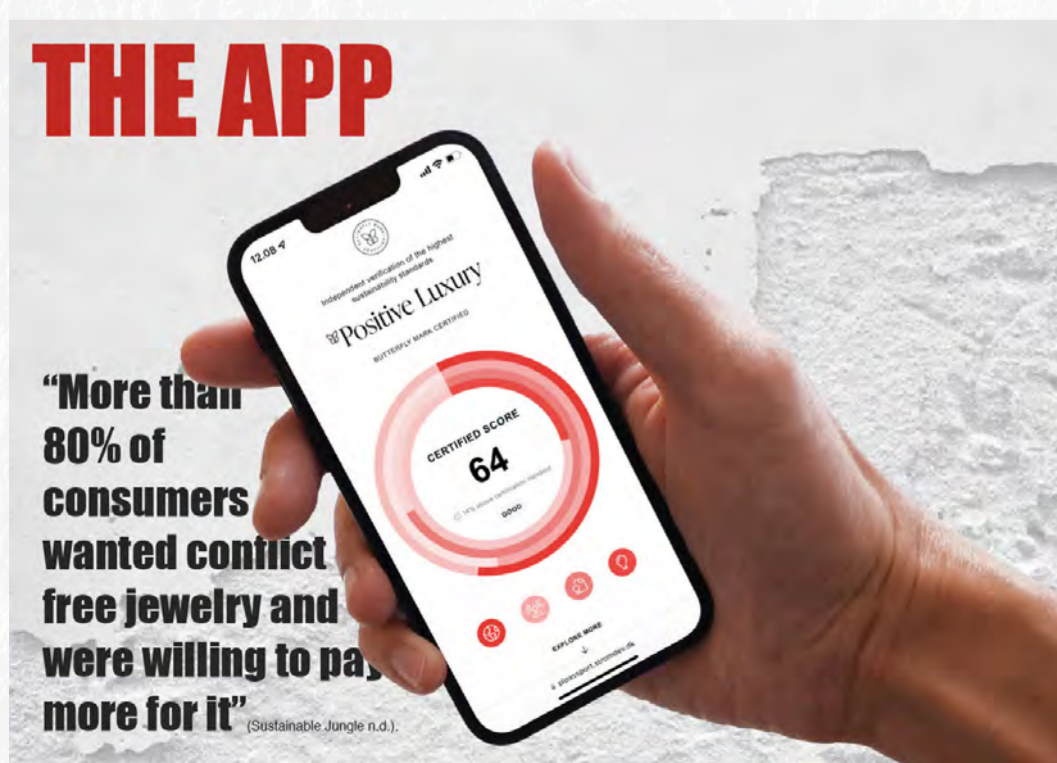
**MATERIAL PHILOSOPHY**

For the ground floor materiality I have taken inspiration from gold and diamond mining. I have ensured raw edges are evident in the cuts and rough materials create texture. I have then used the rubble from the mined cuts in the walls to add to this aesthetic. This floor represents the mining aspect of gold and diamond lifecycles. I have used natural stone, also reminiscent of mining into the earth.

Throughout this floor I have incorporated posters to educate and build awareness on the issue of mining gold and diamonds. This tactic introduces a shock factor intended to educate the users about the history and harsh reality surrounding jewellery mining - its social and environmental impacts which needs addressing. This aims to change the cause of action and create a butterfly effect.

For the first and second floors I have created a contrasting material board. The polished shiny finishes, such as polished stone and bronze, highlight the positive outcome of an ethical jewellery supply chain. This combination aims to convey hope and optimism which compliments the making of sustainable and ethical jewellery.

## WHAT THE APP WOULD LOOK LIKE



## SHOCK FACTOR VICTIM POSTERS



## BRANDING AND PACKAGING



## SHOCK FACTOR INFORMATION POSTERS

