

YOU SEE IT? YOU LIKE IT? YOU WANT IT? HANG ON A MINUTE!



THE CONSCIOUS FACTORY

IT STARTED AT THE BEGINNING OF THE DAY...

"I have nothing to wear!"

Zora (user)

Having a conflict with picking up an outfit from a wardrobe that can't even squeeze more clothes in?

You like that piece, It's on trend this month, but can't wear it today. Few weeks later, new collection released, more new clothes stack on top of the old piles.

Retailers are making us feel left out unless we buy. Then we feel satisfied.

"It takes only **15 days** for a garment to go from a designer's brain to being sold on the racks". -SARA IDACAVAGE

Really?

ARE WE TRULY HAPPY?

EXPLORATORY QUESTION:

How can interior design
combat over- consumption?

"The wave of fast fashion has already consumed **1.5 times** our planet's resources".

Minney 2016

"The planet doesn't need us to survive—
we need the planet".

Gisele Bündchen

Perspective Section A-A



THE BRIEF

The Conscious Factory is occupied in the Linen Hall on Regent Street London, which is a well-known high street for shopping. Collaborating with the most impactful fast fashion retailer, Zara have the ability and responsibility to demonstrate how to transform their business towards slow fashion.

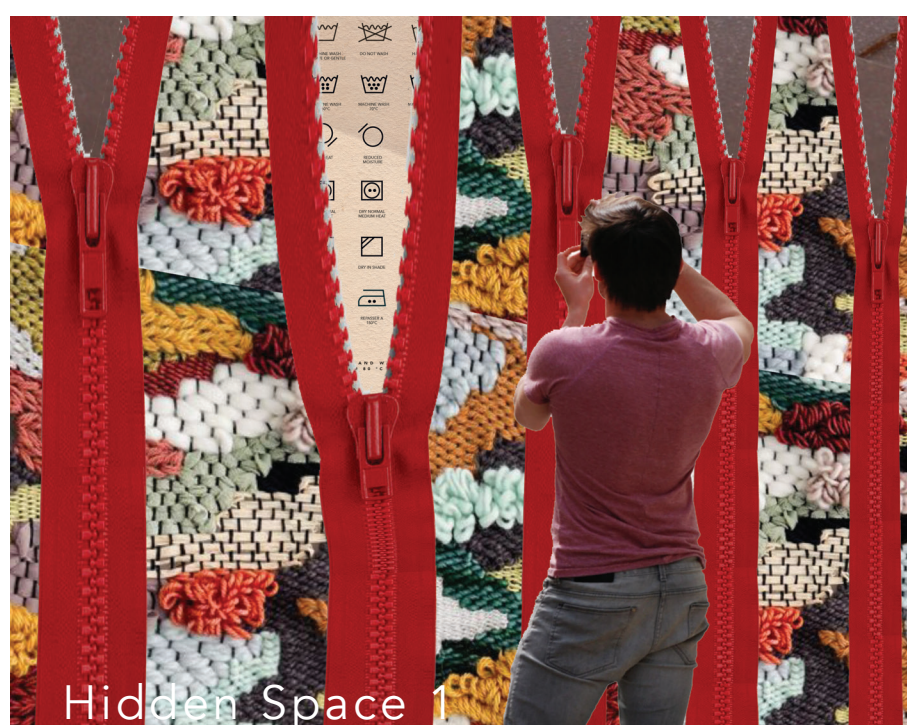
'In a nature's economy the currency is not money, it is life.'

Vandana Shiva

The experience of a new Zara retail store on site is deemed to encourage conscious consumerism and therefore to educate customers to buy less, be more conscious.



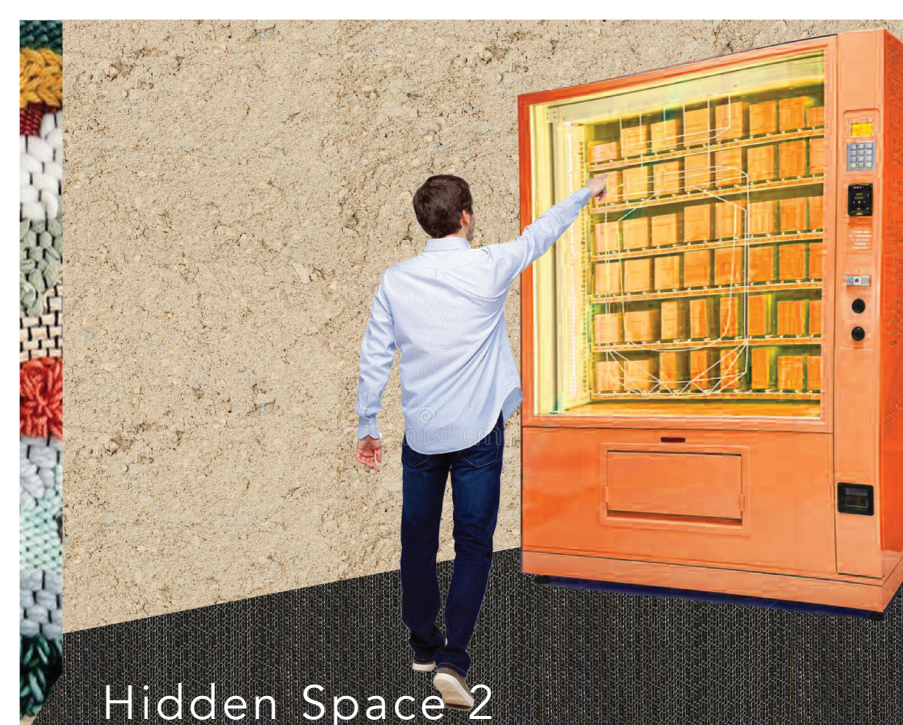
Shop Facade



Hidden Space 1

MAINTENANCE

Customers will learn some tricks of how to maintain their clothes for the best quality of longevity.



Hidden Space 2

IMPACTS

A vending machine that sell dollar clothes, video of fast fashion impacts will be show on screen to raise customer's awareness.



Hidden Space 3

HAPPINESS

An interactive digital installation will simply explain to customers that own happiness comes from the person themselves, not by endless consumption.



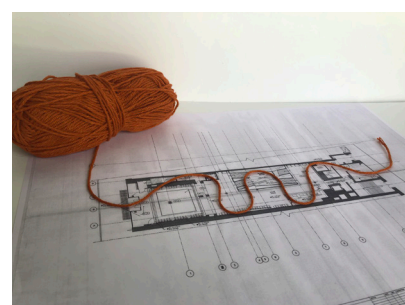
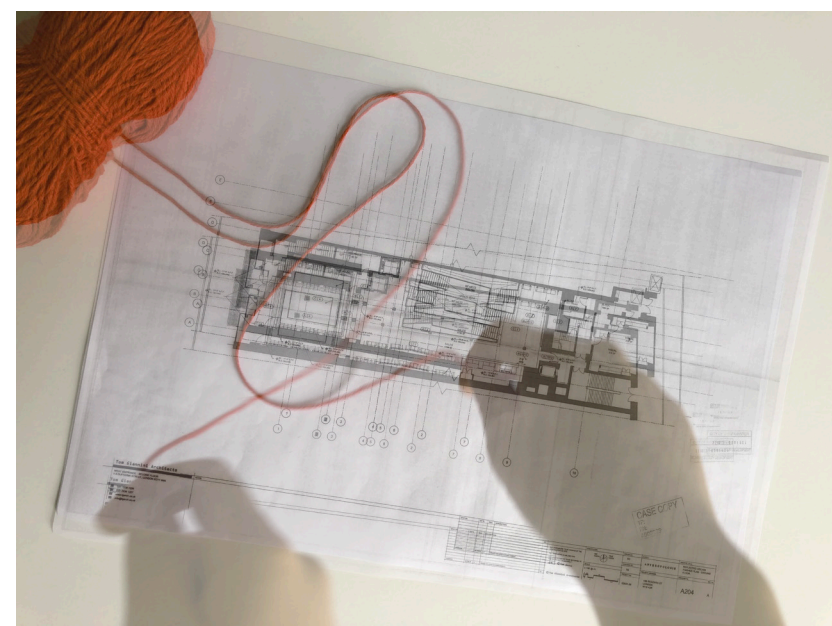
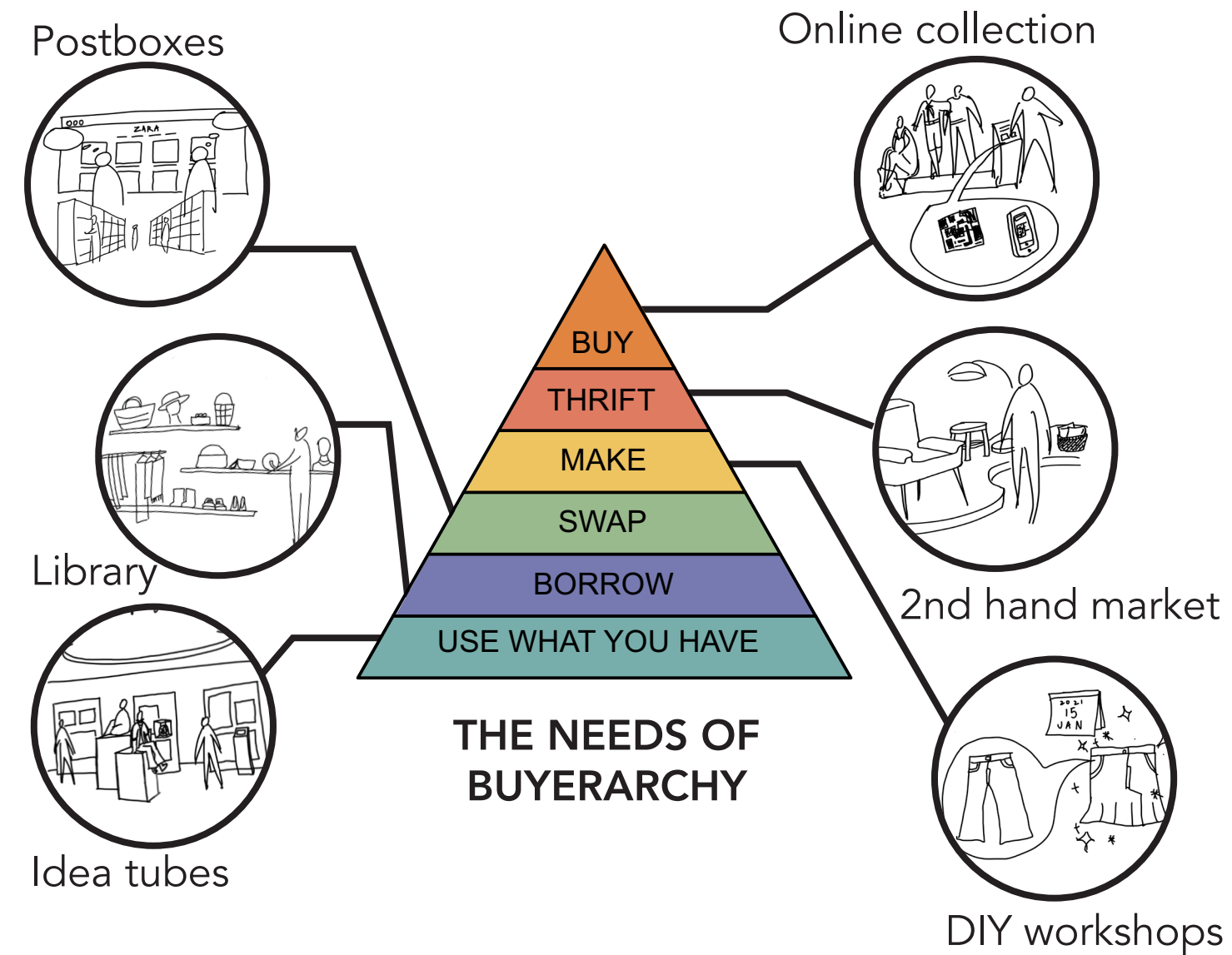
Hidden Space 4

RE-CONNECT

Online shopping has taken over the interaction between us whilst we shop, the specially designed air hockey table is to courage a conversation.

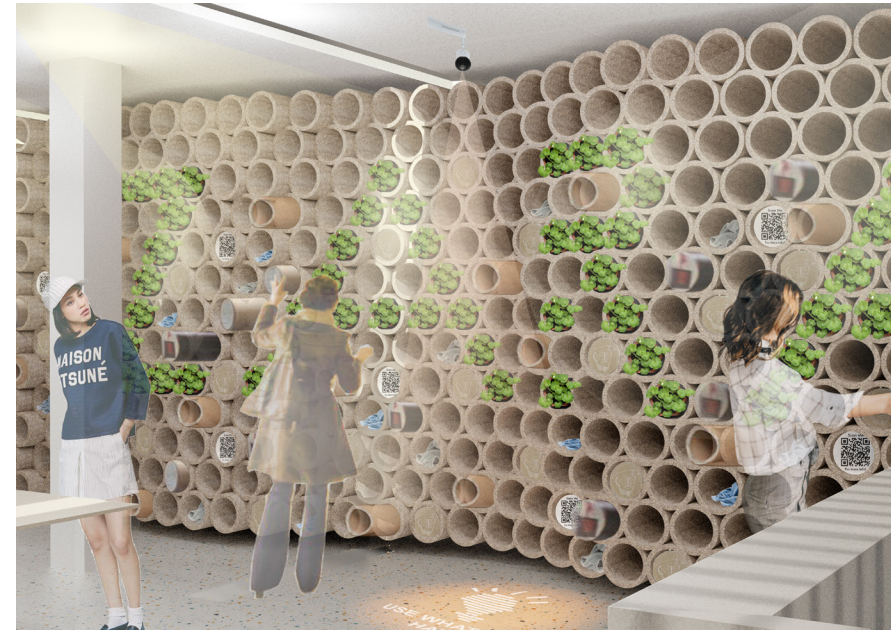
CONCEPT

The diagram on the left shows the hierarchy of slow fashion. In this project, the design strategy follows the diagram, to prioritise what we need to do more or less in regards to sustainable fashion. There are four extra hidden spaces in the project to educate customers on positive shopping behaviour.



DESIGN LANGUAGE

Yarn has a similar archetype with textile, both materials are soft, flexible and bendable. The structure of the textile wall was inspired by yarn laying down naturally, which brings organic curved lines and contrasting with a linear existing building.



Idea tubes
(Use What You Have)

This zone encourages customers try to use things they have already got at home instead of buying new things. When customers interact with each tubes, they may get some inspirations.



Library
(Borrow)

Customers can borrow fashion accessories in the borrow section of the buyerarchy with a monthly subscription.



Postboxes
(Swap)

Customers can negotiate with other customers to swap items on the online platform that is provided with the monthly subscription. They can drop off or pick up the items in store.



DIY Workshop
(Make)

Customers can attend different workshops from clothes to home-wear, it changes regularly per month. The unsold items from any Zara store will be used as workshop materials to reduce consumption waste.



2nd Hand Market
(Thrift)

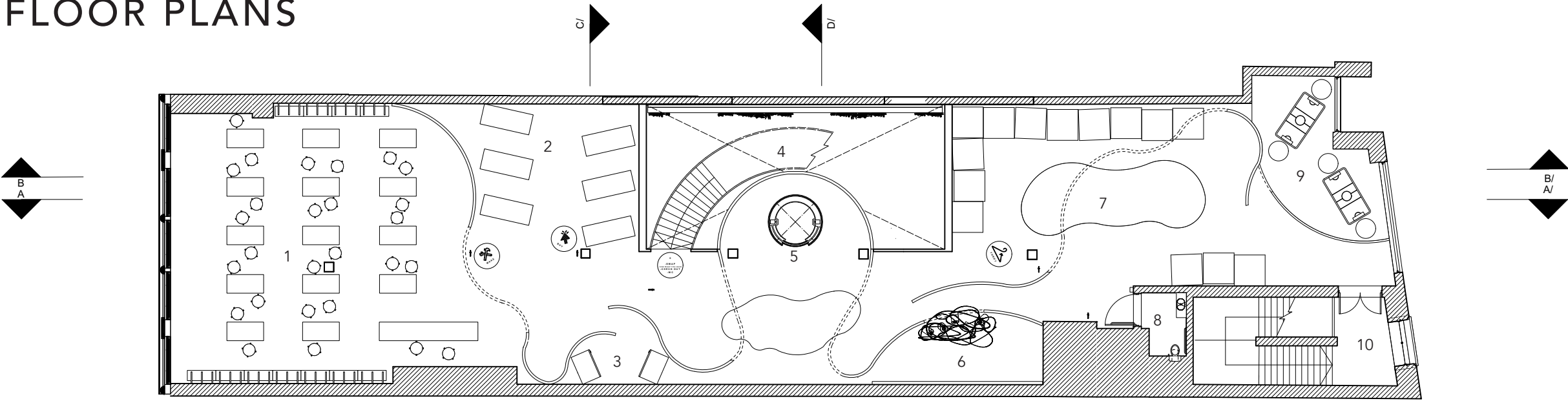
Unsold or donated furniture will be put in the thrift section, customers can choose home delivery services.



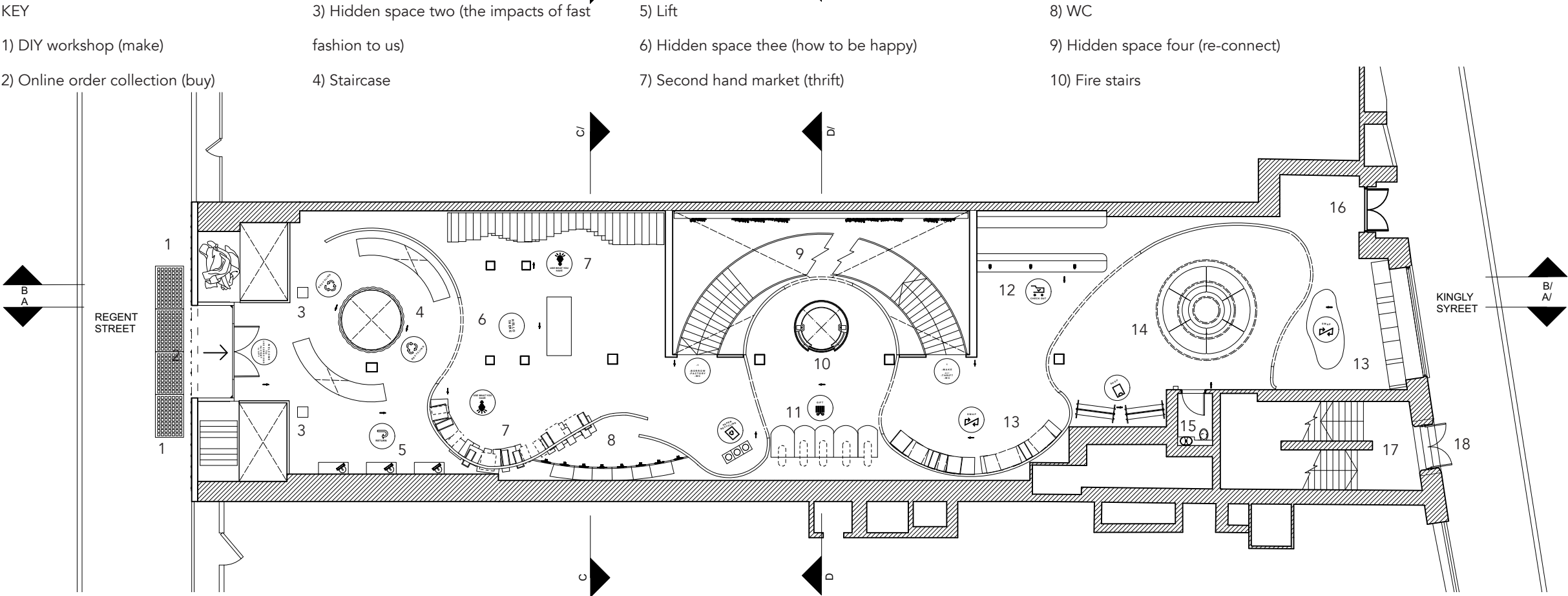
Collection Point
(Buy)

Customers can choose to pick up their online order in store with the self-service collection machine.

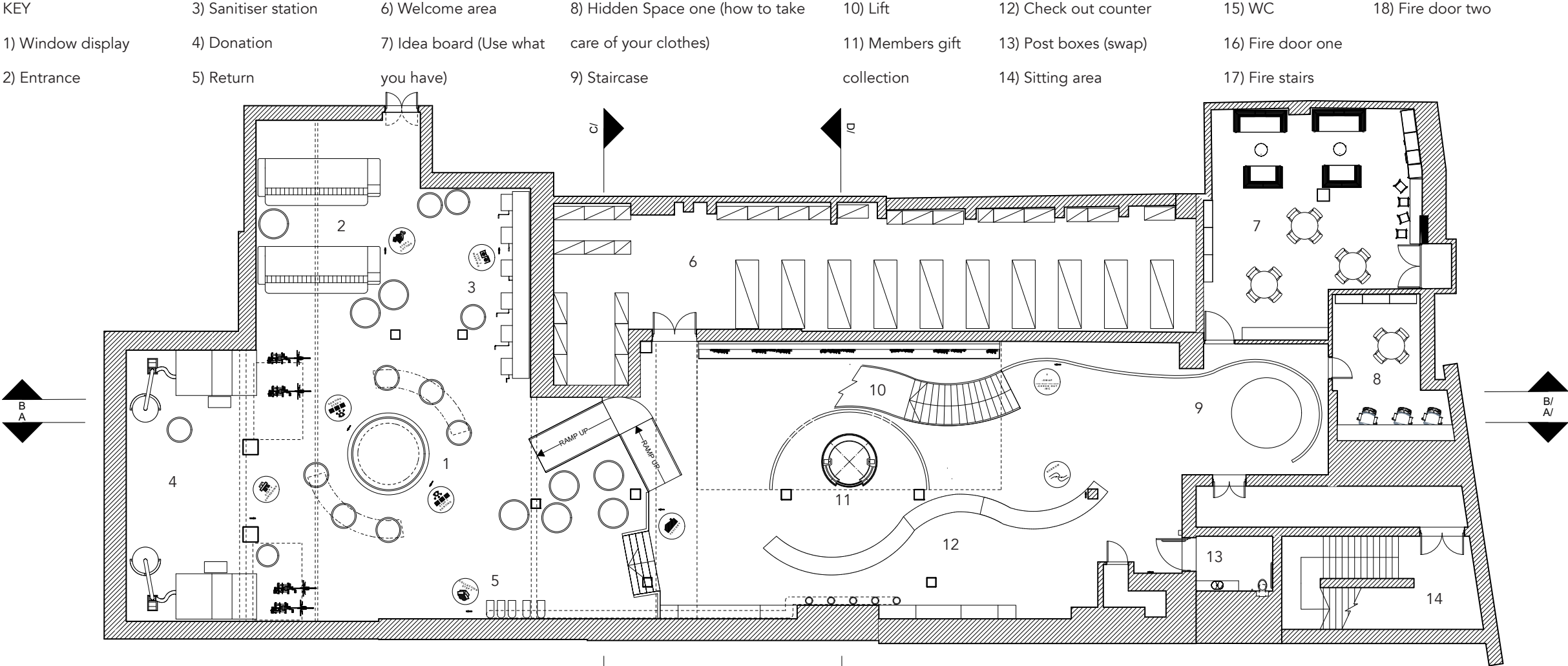
FLOOR PLANS



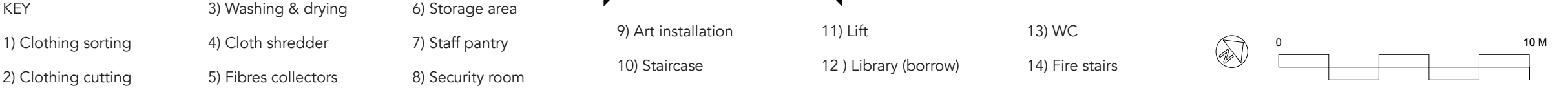
First Floor Plan



Ground Floor Plan



Basement Plan



The Conscious Factory

Donation & Return

Customers have to donate at least a fashion item as a token for entrance. Customers can also use the self-return station to return their online order and items borrowed from the library.



Art Installation

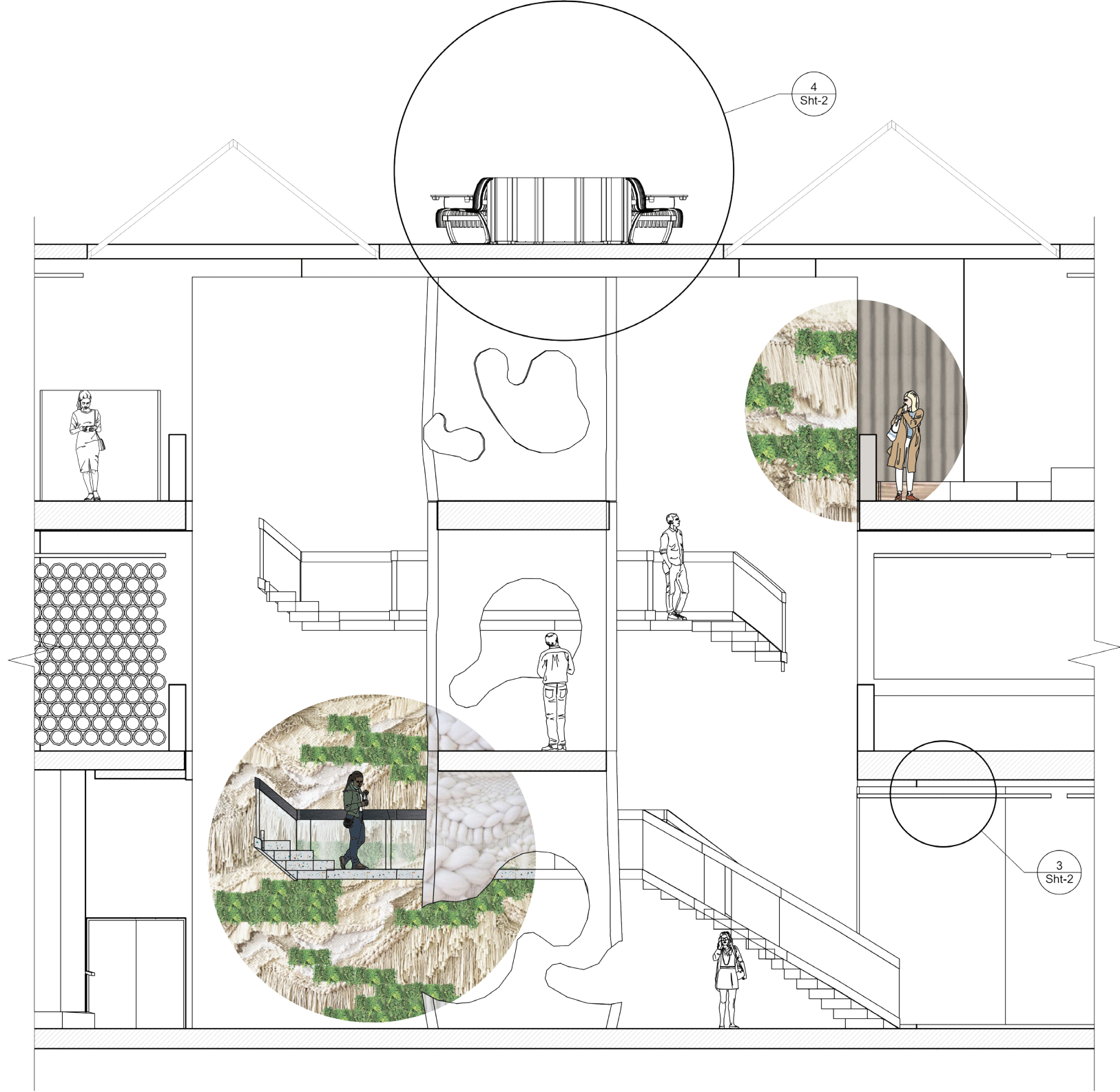
The expressive discarded textiles art installation creates a dramatic effect, that sends a message to consumers of the impact of over consumption.



Fibres Factory

In the fibres factory there are five steps to complete to recycle the consumer's old clothes. The experiences are sorting, cutting, washing, drying, shredding and storing.

SUSTAINABILITY STRATEGY



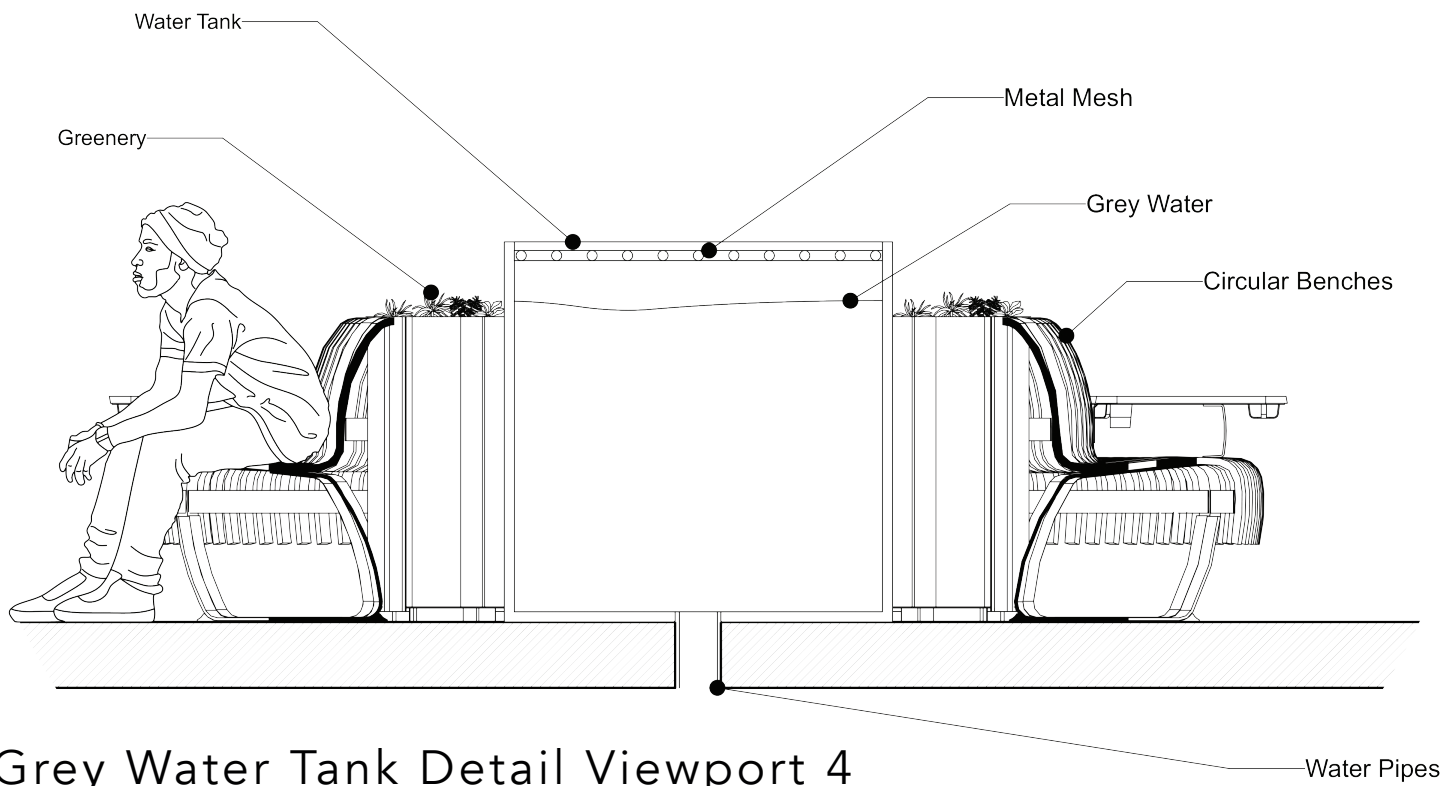
Zoomed Section B-B

MATERIALS



Minimal material board Maximal material board

The materials choices for this project qualified for the circular economy business model. The colour palette represents the difference between minimalism and maximalism. The minimal style materials are applied to the main zones and the maximal style are applied to the educational space (hidden space) only.

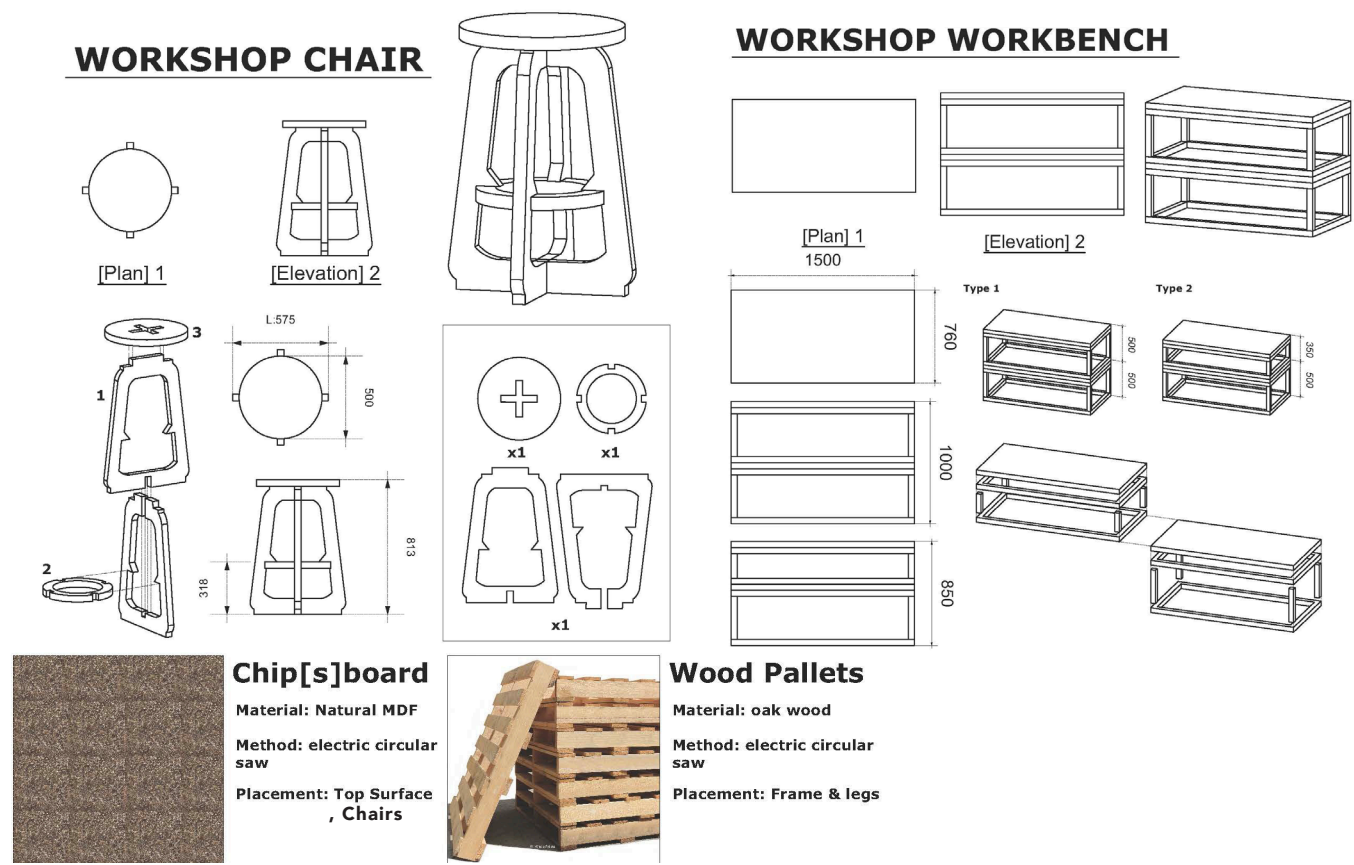


Grey Water Tank Detail Viewport 4

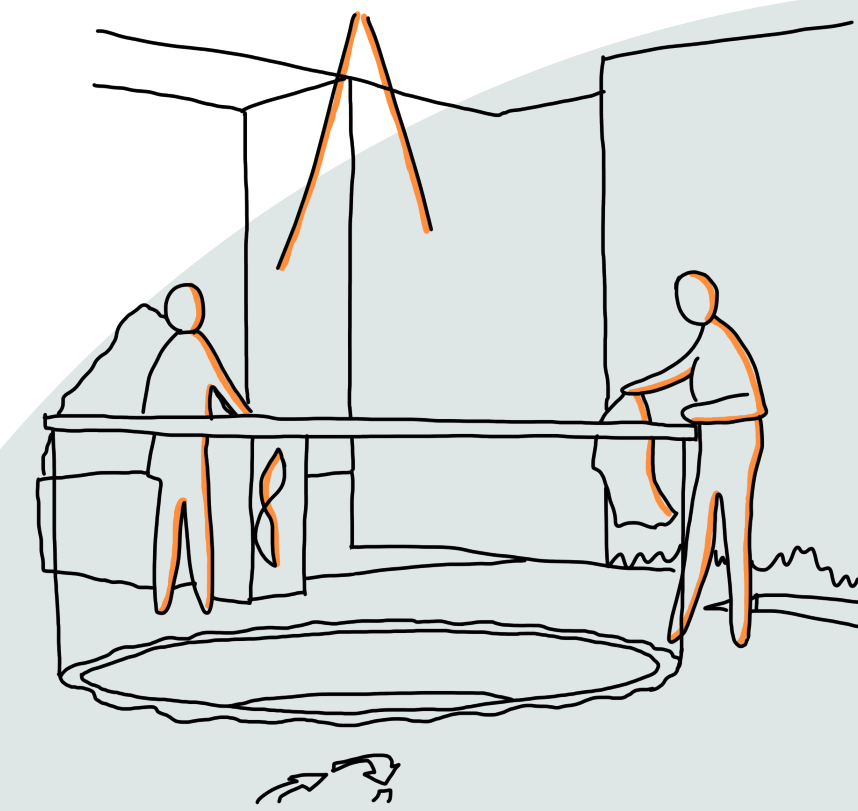
Statement

“The Conscious Factory” is a project focused on Sustainable fashion, which is reacting to **climate change** issues. A slower manufacturing process means more **responsible consumption and production**, while customers are **educated** on conscious shopping and manufacturers transformed their business model into a **decent work and economic development**. Consumers are the key to take part in the change of the fashion industry. This project aims to raise awareness of poor labour conditions among the garment workers, but also to educate the public on the importance of being a conscious consumer. It also aims to protect the workers from exploitation by the manufacturers, improve **quality of lives** in manufacturing countries, **reduce resources waste** and improve customers **well-being**. To attain sustainable targets, this project will reuse most of the fixtures and use energy **generated from sustainable resources** on site. Construction and surface materials are main using **renewable energy, natural resources, ethical labour** to be socially and environmentally sustainable.

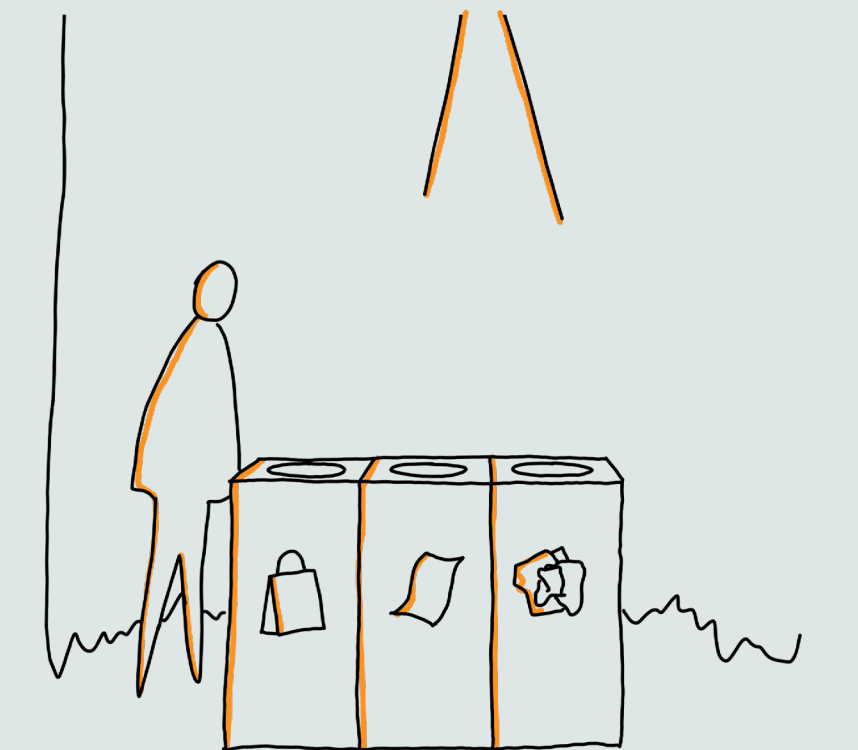
BESPOKE FURNITURE



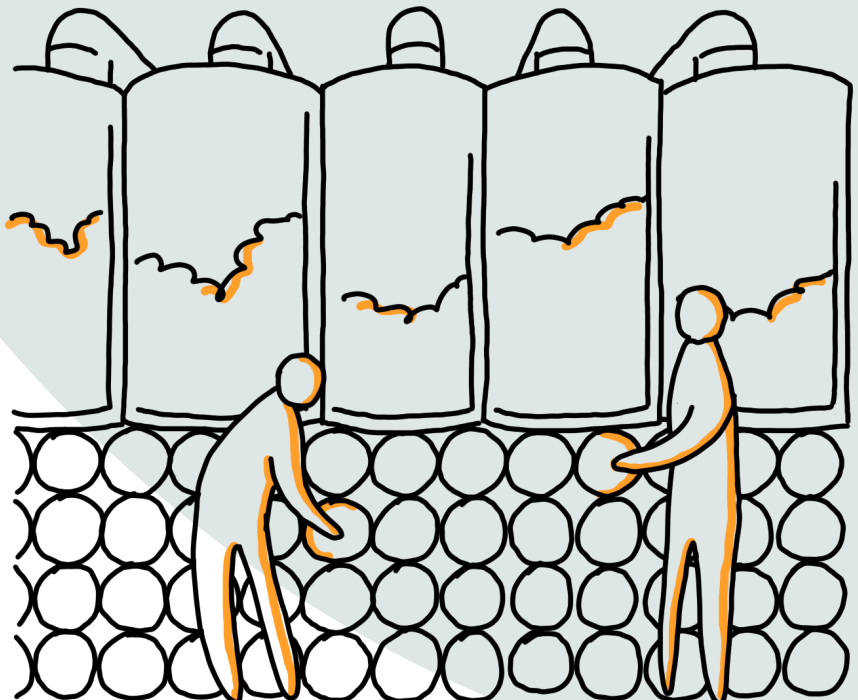
To reduce consumption waste, furnitures are made by recycled materials and leased from furniture rental site.



Fashion waste recycling and re-purpose



Paper recycling bin



Educating on Conscious Consumerism