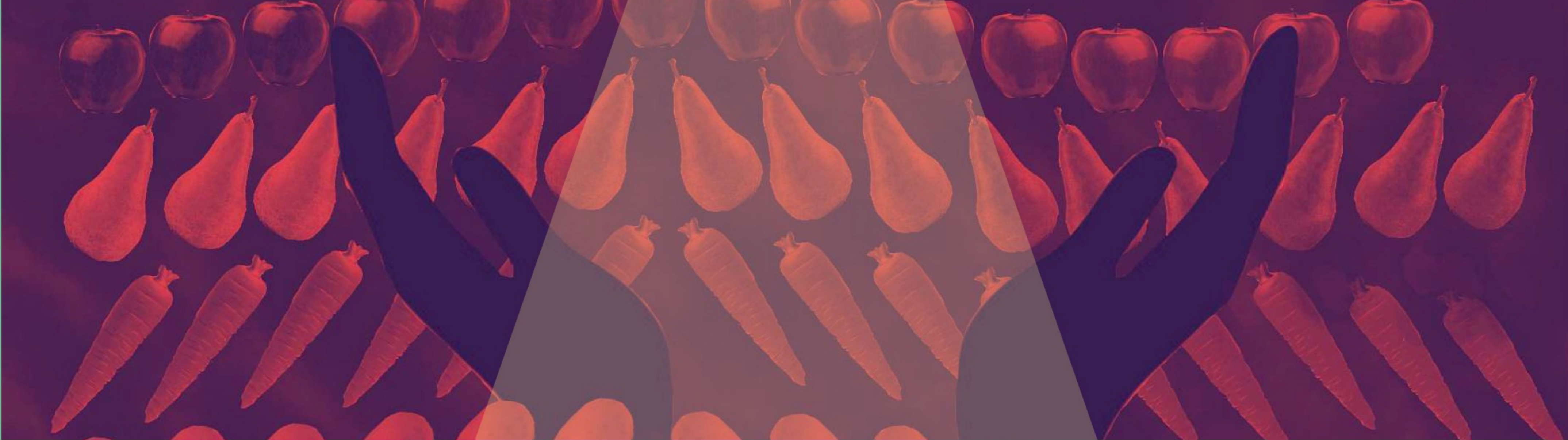
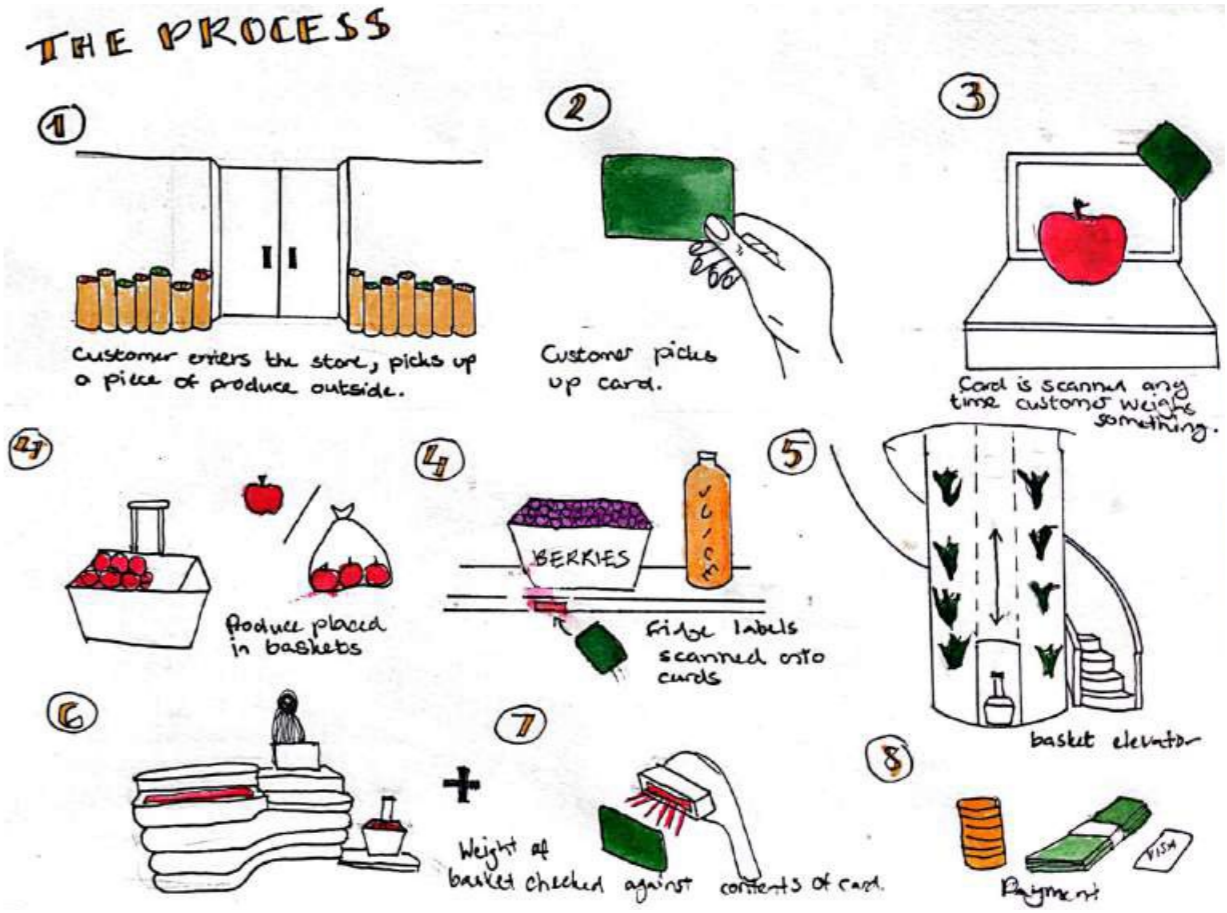


Retail Futures:

This project has been nominated for the climate emergency / sustainability award in the progressing student category as an intelligent and creative response to the brief. This student has demonstrated intellectual rigour in their research and analysis to theorise around the topic of food waste and its impact on the retail market. There is great attention to detail throughout the design process, considering how layout, atmosphere, the material fabric and operation of how a small high-street retail environment can respond to the climate emergency in a thoughtful and appropriate manner.



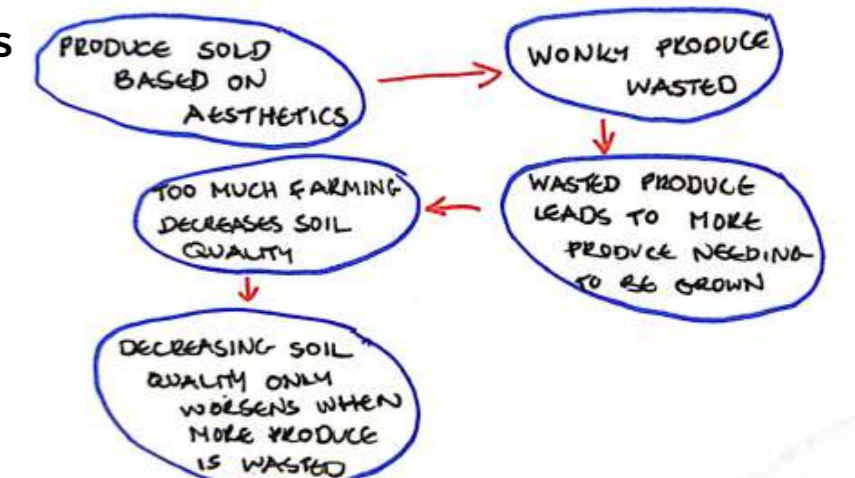
THE BRAND

Ecotone is a green grocers focused on selling wonky produce that often does not make it to consumers and is wasted. The shop also composts the scraps from produce on-site and customers are encouraged to bring their scraps back to the shop with the incentive of getting a discount on future purchases. The shop then delivers the produced compost to the local farmers who supply the produce sold by Ecotone. This whole process is linked to the shop's name, as the customers (the inhabitants of Edinburgh) are directly linked to the farmers growing their food - the shop acts as an area that connects these two communities in a way that has been lost in today's society and creates a space where the barriers between farmers and consumers are broken down.



The brand's logo which combines the idea of produce with the layers of compost..

Ecotone - a region of transition between two biological communities. (The Oxford Dictionary)



- AESTHETICS**: - LOTS OF FRUITS AND VEG THROWN OUT BASED ON AESTHETIC CRITERIA
↳ 25% of apples, 20% onions, etc.
- OVERCONSUMPTION OF MEAT**: ↳ 1950-45 mil. tons → 300 mil (2020)
- DECREASING SOIL QUALITY**: ↳ MONOCROPPING DEPLETES THE SOIL OF NUTRIENTS AND CAUSES EROSION
- ECOLOGICAL IMPACTS**: ↳ 50% of habitable land is used by agriculture, 26% greenhouse gas emissions from food.
- FOOD + issues surrounding it**
- WATER SCARCITY**: ↳ INCREASING DROUGHTS LEAD TO LESS CROP
- AFFORDABILITY**: ↳ 3 BILLION PPL WORLDWIDE CANNOT AFFORD A HEALTHY DIET
- FOOD TRAVELS FAR TO REACH CONSUMERS**: ↳ SOME FOOD TRAVELS THOUSANDS OF MILES, RELEASING LOTS OF CO₂
- OVERCONSUMPTION OF UNHEALTHY MEALS**: ↳ THE AVAILABILITY OF FAST FOOD AND OVERLY PROCESSED FOODS LEAD TO HEALTH ISSUES.



Examples of produce grown locally in Scotland. Images from Encyclopaedia Britannica.

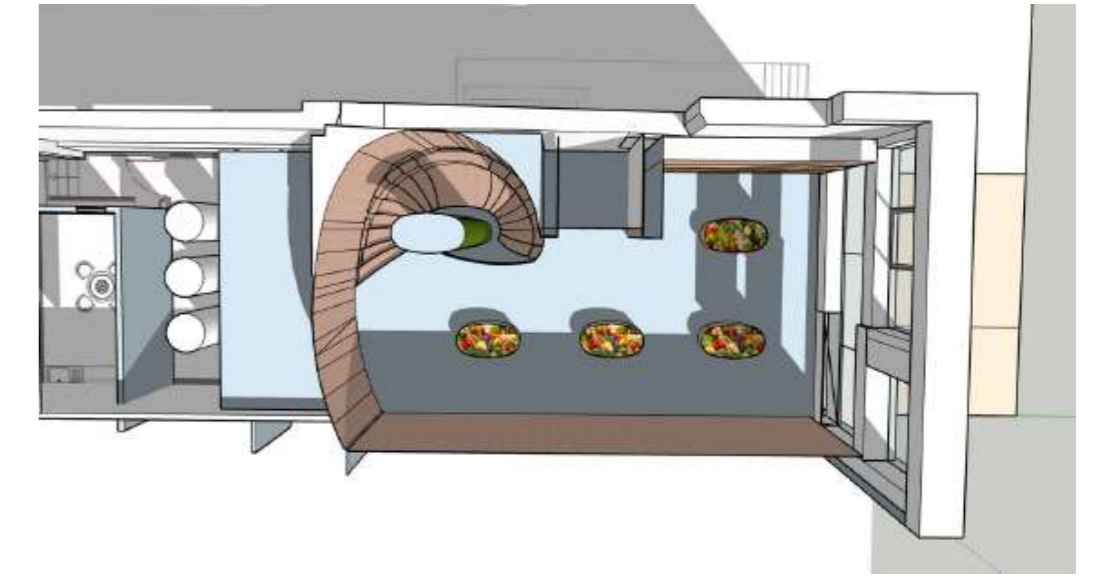
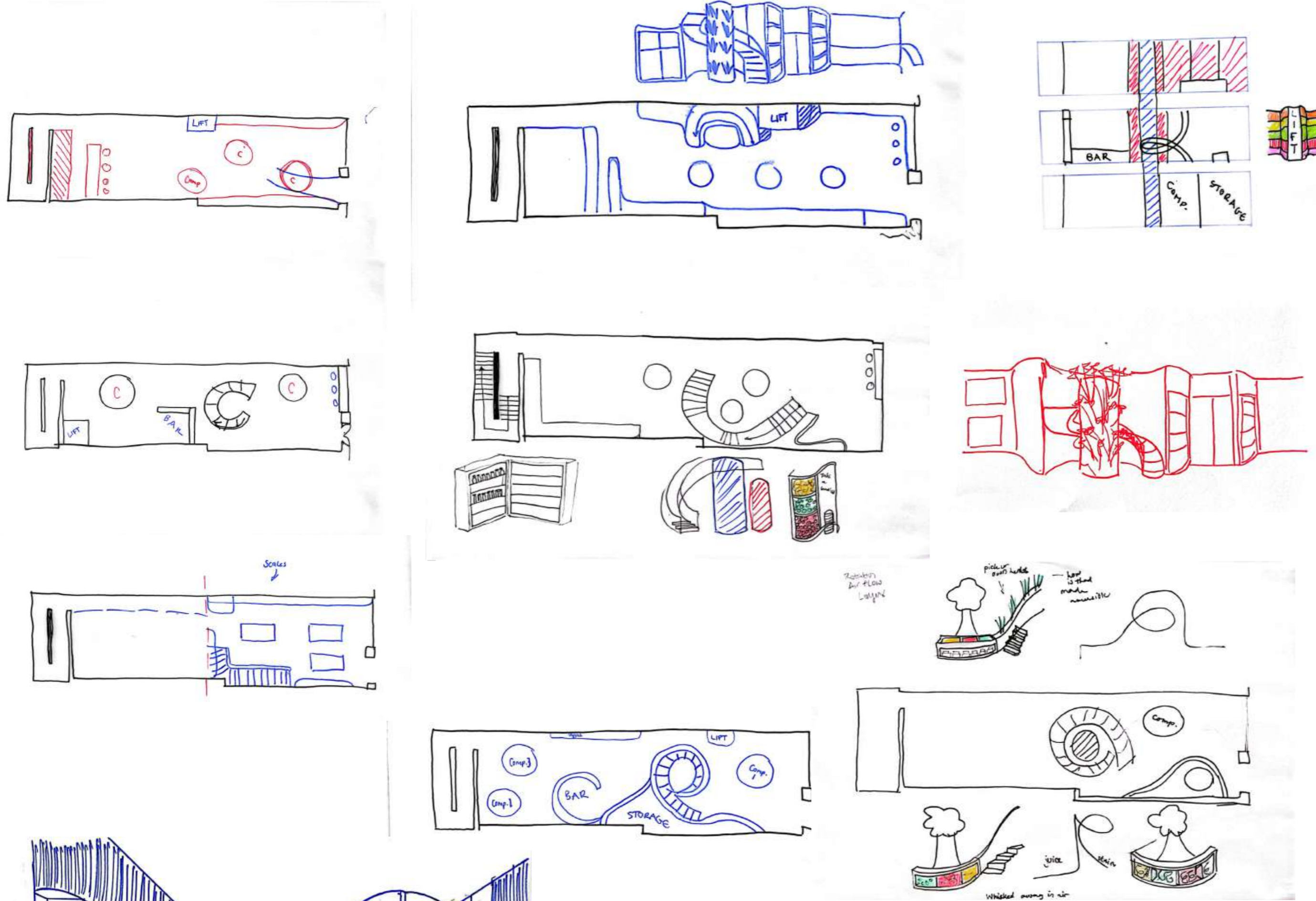
Since the shop will act as a 'transition' between farmers and consumers, it will strive to create a sense of community and to make the shopping experience more personal. This is why signage with prices will contain information about where the produce is from and when it was grown. Customers will also be able to purchase herbs that will be grown on-site using the compost made by Ecotone. They are able to enjoy the fruits (or herbs) that their scraps contributed to..

I was inspired to create the shop when researching the different impacts of our food on our planet. Ever since I was little, my grandfather (a teacher and farmer) would tell us about the decreasing quality of soil. This problem is prevalent worldwide and is only worsened by the amount of food we waste and the overproduction that is needed in order to make up for the food we waste. Ecotone therefore focuses on improving the quality of local soil through the use of 'black gold' - compost and through selling the often unwanted wonky produce so it doesn't go to waste. The produce sold by Ecotone is local and seasonal to further reduce the environmental impacts of the business.

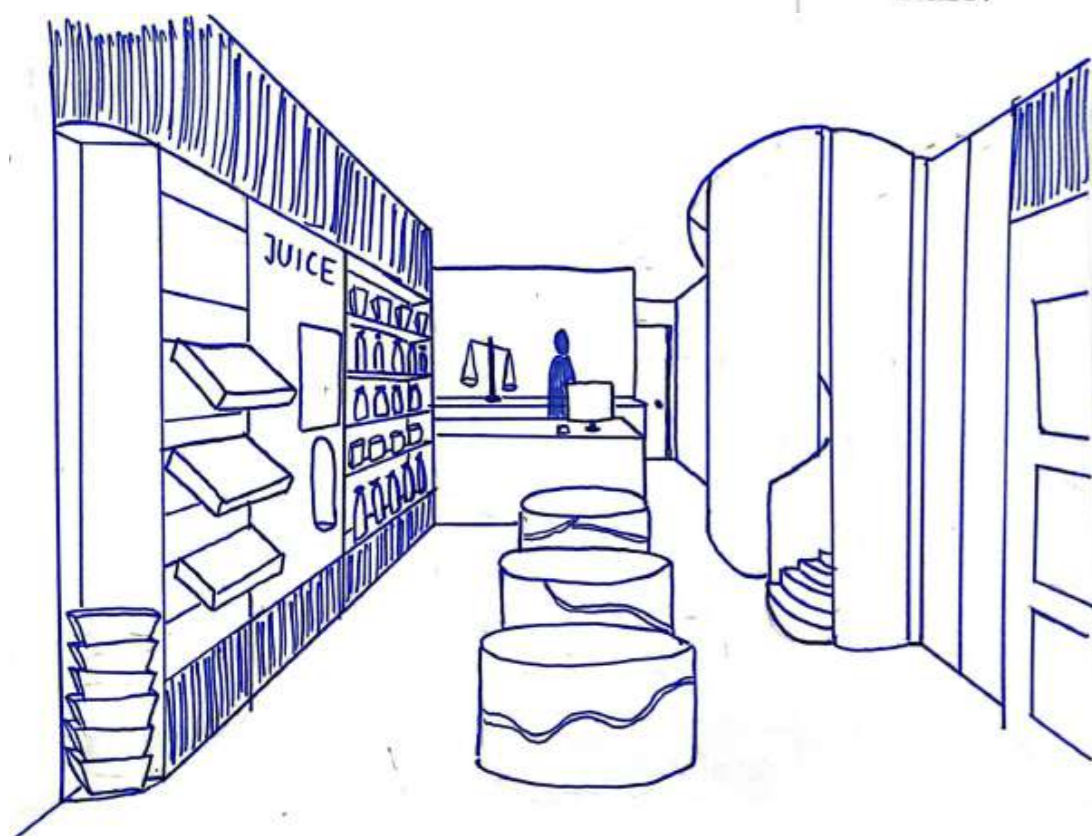
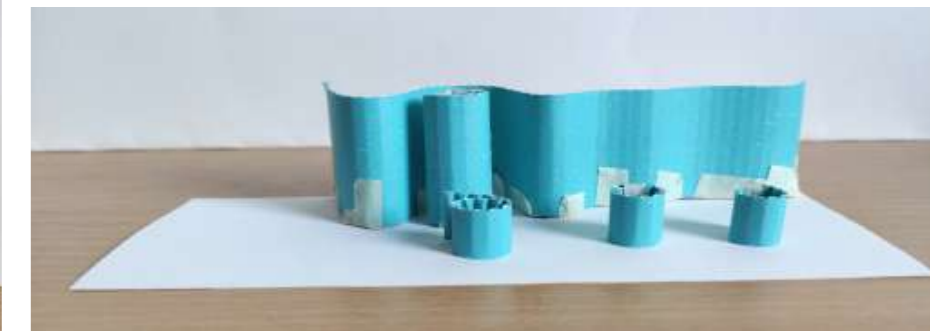
Bramley Apples
£ 1.50/kg
Lovingly grown by --- Farmer's name
and location of farm---
Delivered on 01/01/22

INITIAL LAYOUTS

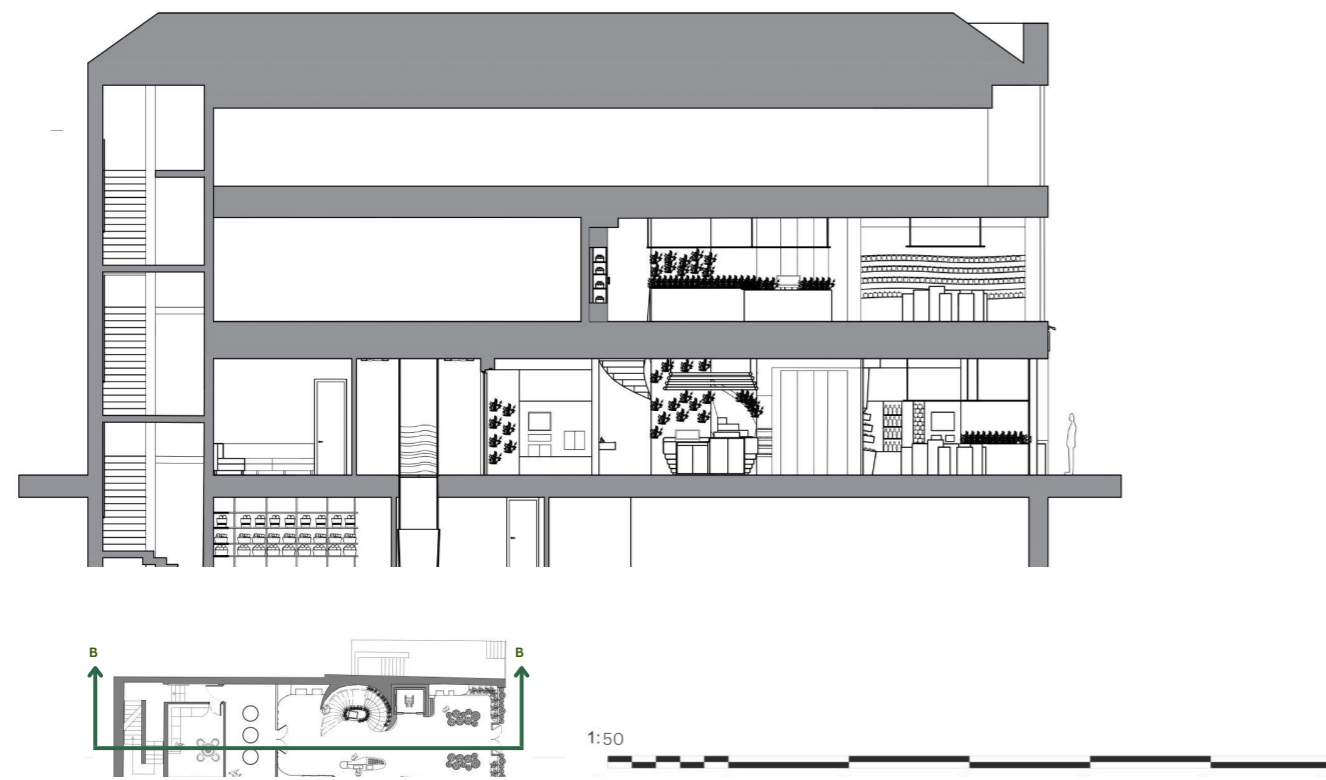
A lot of the layouts I tried included organic shapes and wave-like elements. This was because of the tunnels created by worms as they wiggle through compost or soil, as well the layers of compost. Ninety degree angles do not naturally occur in either of those, so including them would not have felt honest to the brand and its interest.



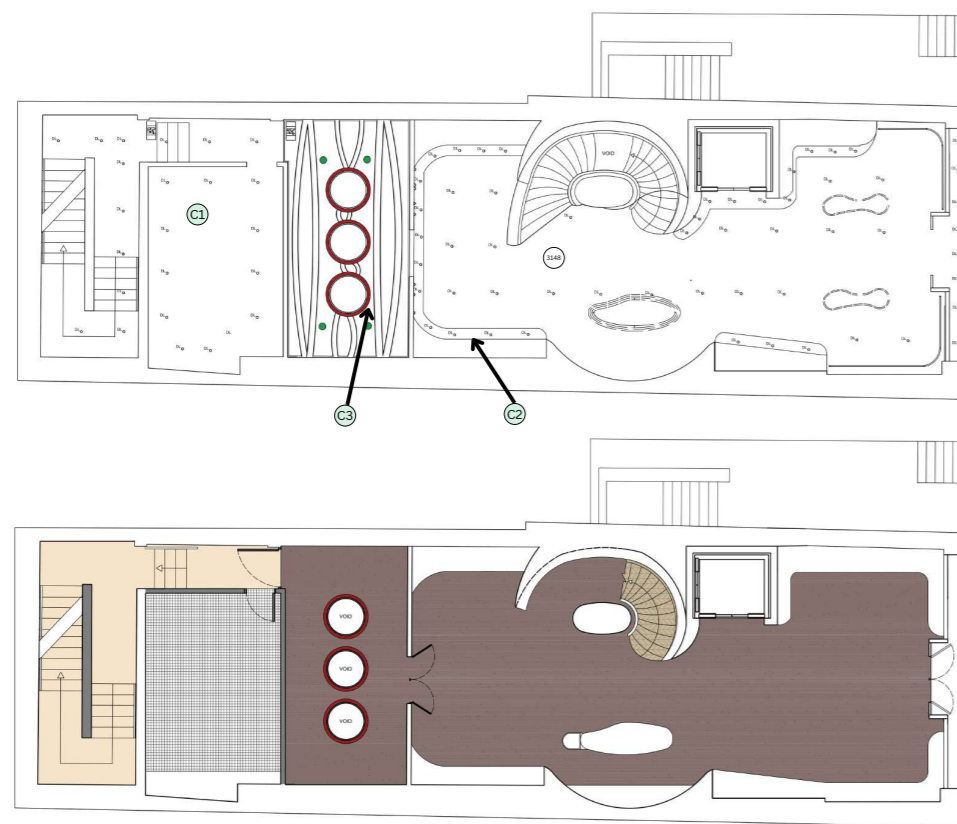
I used two types of models when deciding on the layout - a sketchup model (pictured above), which really helped with getting an idea of the 3D aspects of the space, and a physical 1:100 model that I made quick inserts for to test out basic shapes of potential layouts. I found the informality of the physical model inserts to be very useful for testing out quick shapes without necessarily being bound by what exactly they mean.



Some ideas made it all the way from the very initial layouts to the final layout. These included the spiral staircase. When I first thought of the idea, I was doing a lot of research on composting and the importance of air within it. This led to the idea of a spiral staircase because I wanted the staircase to evoke the idea of being 'whisked up' in the air. I also always knew that the composters themselves were going to be round as a further nod to tunnels in soil and to the organic nature of both compost and produce, which both do not come with right angles. The size and material composition of the composters changed throughout the process. They were initially quite short and meant to be opaque because they were meant to be at the front of the shop. This, however, later changed as they were moved further back, allowing for a fully dark room. Compost needs to be kept in the dark and therefore would have to have been observed through slits in the composters if it had been located in the front of the shop. Moving it further back allowed the composters to take up more space (to reach the full height of the ground floor) and for them to be fully transparent, because the room would be windowless and lit with red lighting like a photography darkroom. This would allow the composters to be fully transparent and for the compost layers to be visible to anyone.



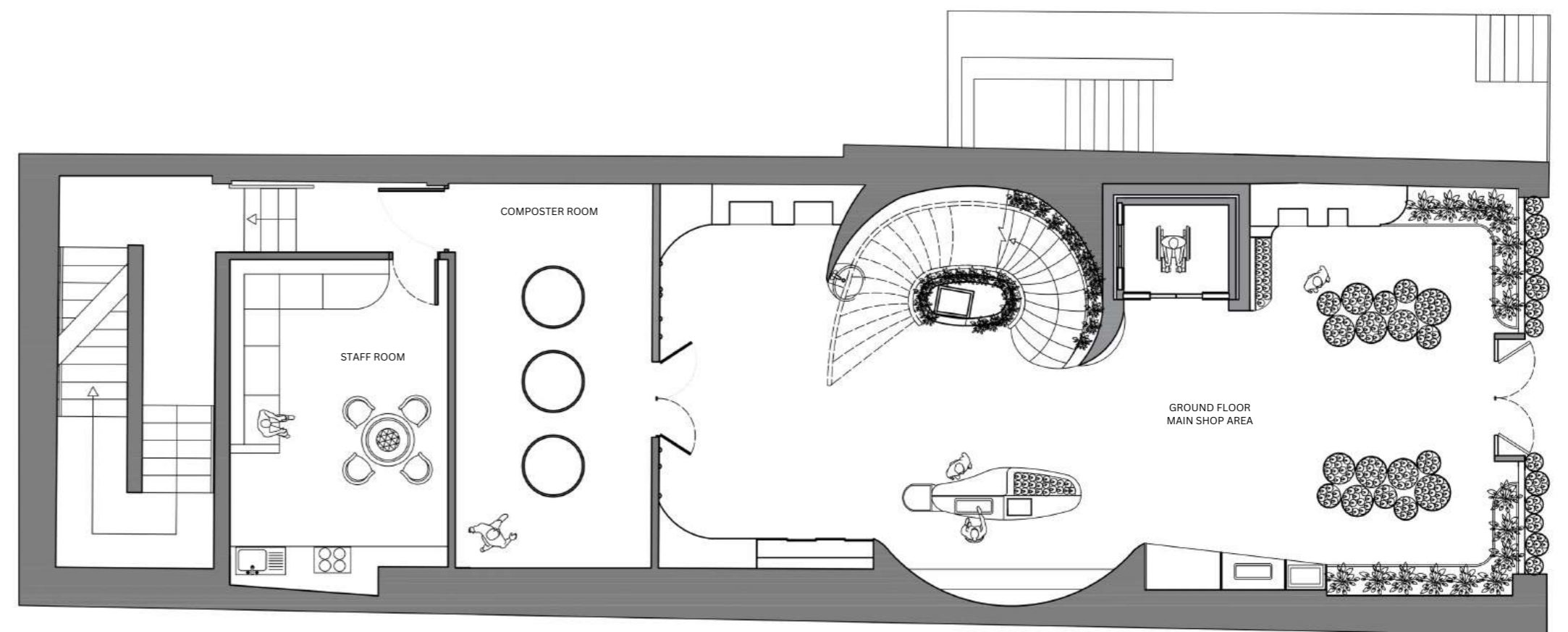
Ground Floor Reflected Ceiling Plan - 1:50 @A1



Ground Floor Flooring Finish Plan - 1:50 @A1

KEY	
	RECESSED DOWNLIGHT
	EMERGENCY EXIT SIGN
	LED GROW LIGHT
	LED TUBE LIGHT
	RED LED LIGHT
	VENTILATION FAN
	PAINTED PLASTERBOARD CEILING
	LOWERED BULKHEAD
	FEATURE BESPOKE WOODEN ROOF CEILING TREATMENT
	CEILING HEIGHT ABOVE FLOOR LEVEL

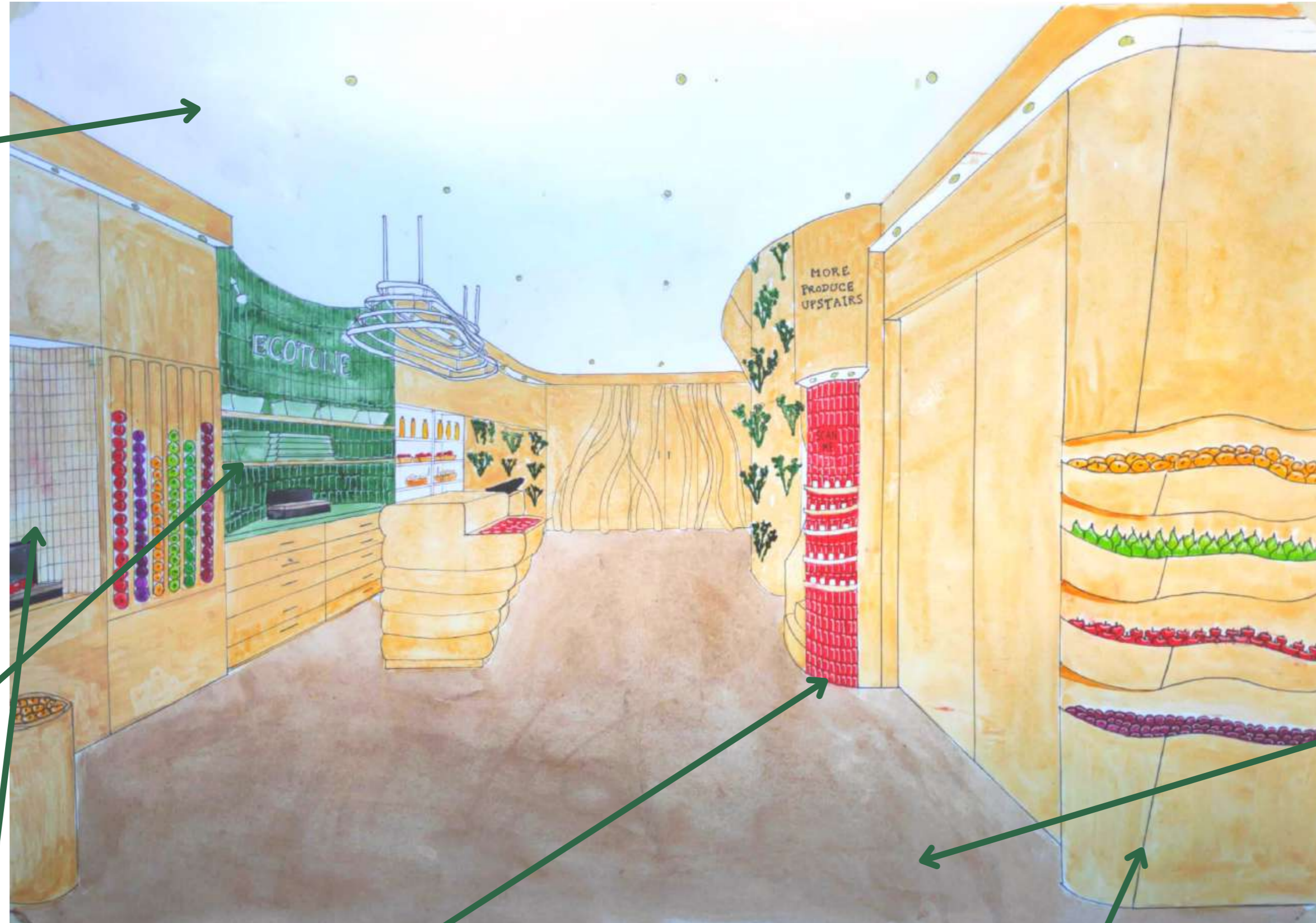
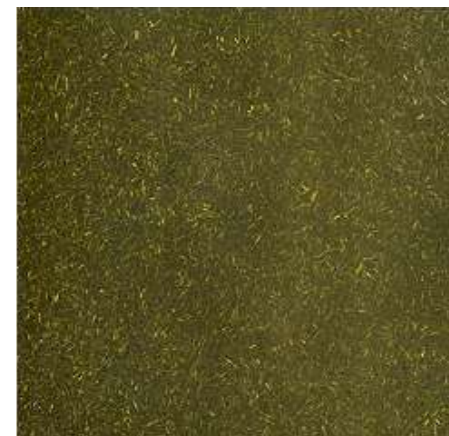
	Resin Bound Gravel
	Indowud Agricultural Plywood
	Concrete
	Durable Tiles
	Red LED lights built into floor
	Red LED lights built into floor



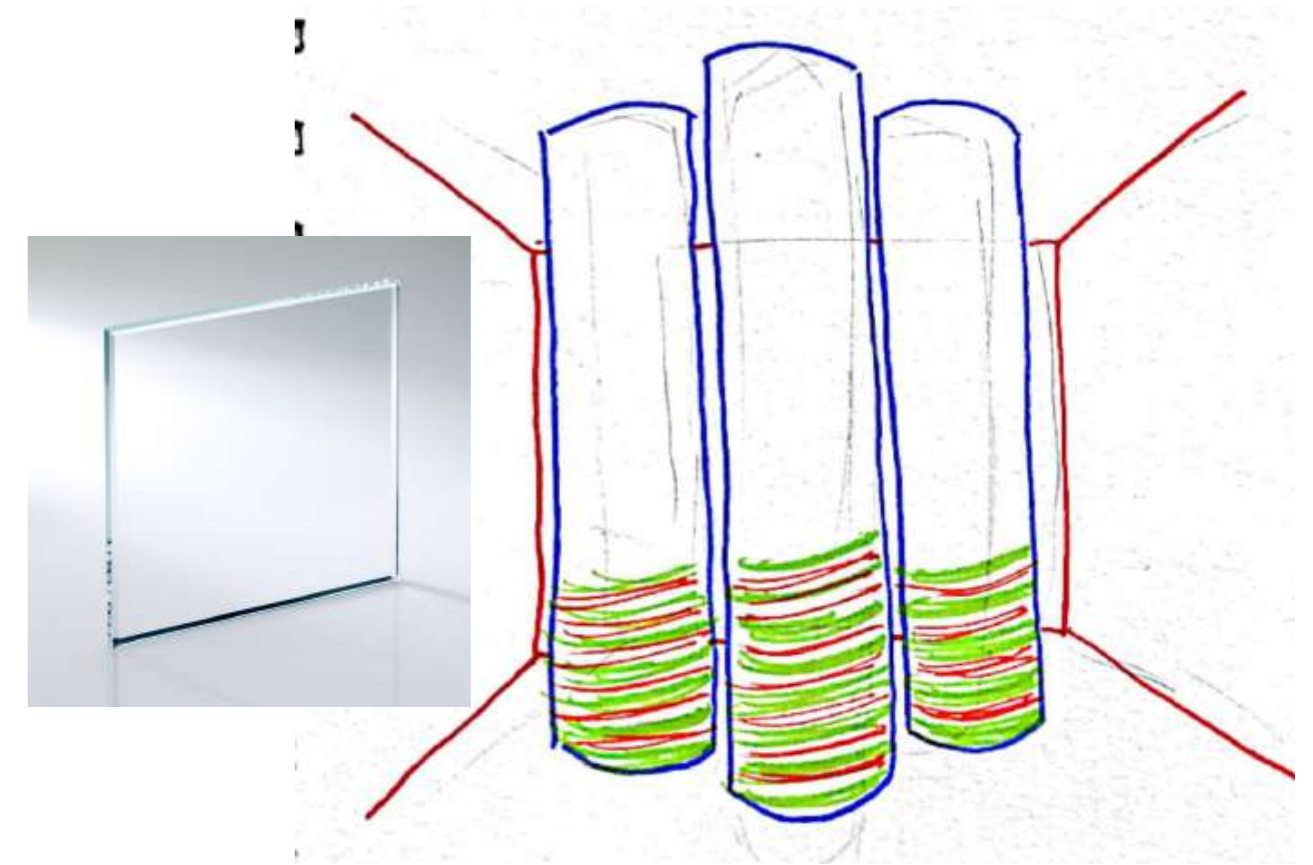
MATERIALS



The ceilings and some walls will be a white plasterboard. To balance out the extensive use of Indowud beige.



Palm, Eggy and Blackberry Marmalade from Ottan. A bio-composite material made from upcycled food and agricultural waste. These are used for pops of colours around the shop, highlighting areas of interest, such as the till area and the wall with cards that customers use as part of the process. The use of colour makes these areas stand out, making it easier for customers to notice them, for example if they have limited vision. The material itself looks almost like a puree, which I believe to be visually interesting, as well as fitting for a store focused on selling produce similar to that used for the material.



The composters are made of glass. This allows the layers of the compost to be visible and is important to the brand's belief in honesty. Fridge doors are also made of glass, allowing customers to be enticed by the produce inside the fridge.



I have chosen to use a resin bound gravel floor. I originally wanted to use an earthen floor, but these are very hard to maintain. Resin bound gravel is visually similar to soil and also allows for an interesting texture, which feels more 'raw' than other floor finishes and creates a link to the outdoor and the farming necessary for the growth of produce. I would choose a brown version of this flooring, such as mocha above.

The main material used in my project is an Indian plywood alternative called Indowud. This is a natural fibre composite board made of agricultural waste, such as husks. It can be used similarly to plywood and is also thermoformable, which is useful for creating shapes like the counter. It naturally comes in a light beige colour, which is the shade this project would use. It is used on walls, shelves and displays, stairs, the counter, the herb planter coverings, etc..