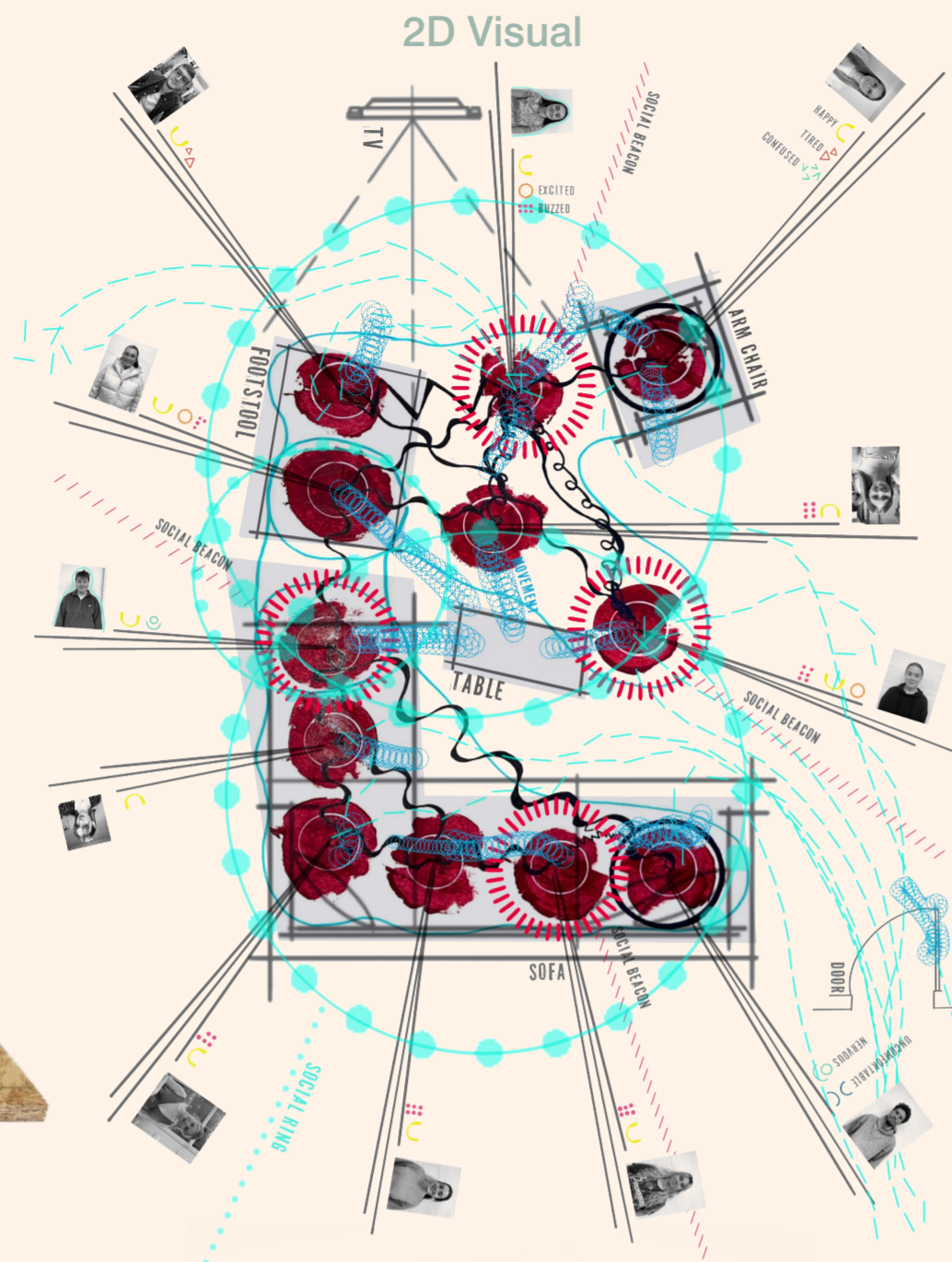
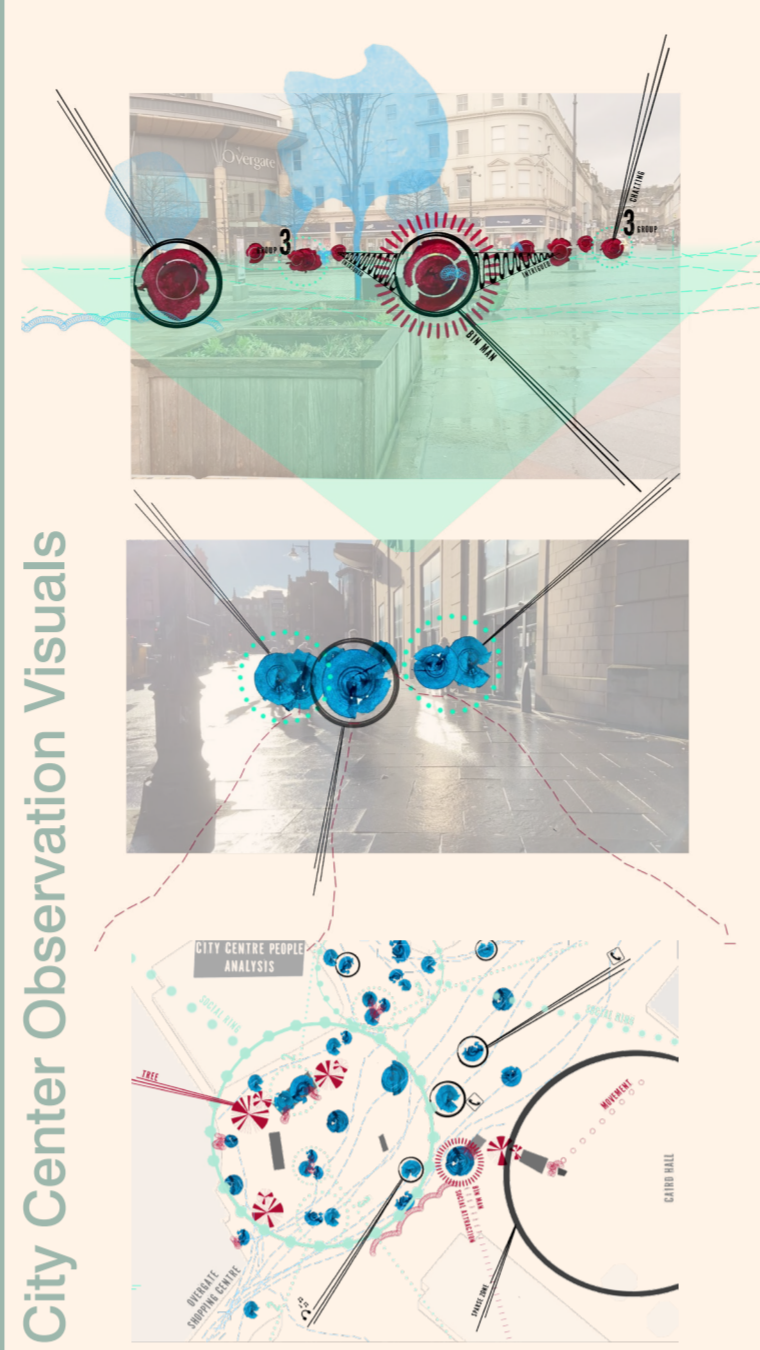


Given that my design aims to encourage socialisation within the urban environment, I felt it appropriate to gain an understanding of how people communicate in various social settings. Due to the living room being seen as the social place of the home, I developed a method to analyse people's interactions and movements in a living room using different line styles to represent various emotions. First, I captured a social gathering in a living room, then I created a floor plan based on the observed movements and emotions. Subsequently, I transformed the 2D visualisation into a 3D model.

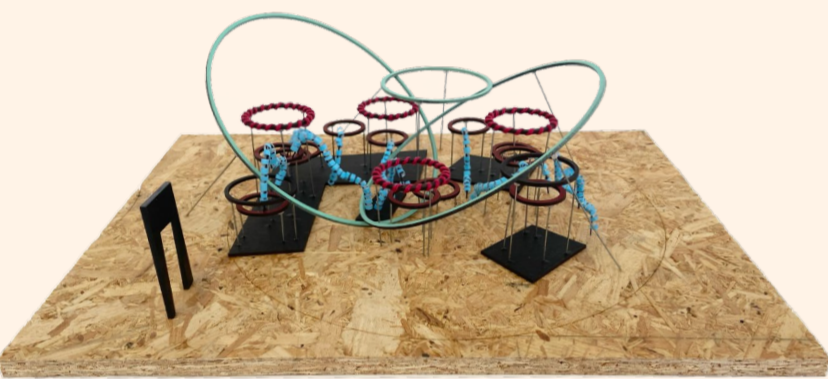
Living Room People Analysis



City Center Observation Visuals



I spent time observing social interactions in urban settings, focusing on Dundee. I used visual zones and coloured circles to map social areas and activities and studied pathways to reveal gathering patterns and identify unused spaces.



3D Model



User Engagement

For my user engagement, I built a living room skeleton using collected objects and invited people to 'build their own living rooms' by adding various items to the structure. The bold colours and lampshade acted as conversation starters, fostering community and providing insights into how people perceive their living rooms.

After analysing the engagement task results, I created sketch modules and drawings. By integrating user engagement into the final design, I established a deeper connection with the Dundee community. This approach directly addressed the users' needs, providing a strong foundation for the final design's success within the community.



Social Circle

Social Circle in an urban living room that aims to bring the Dundee community back to the heart of the City Centre.

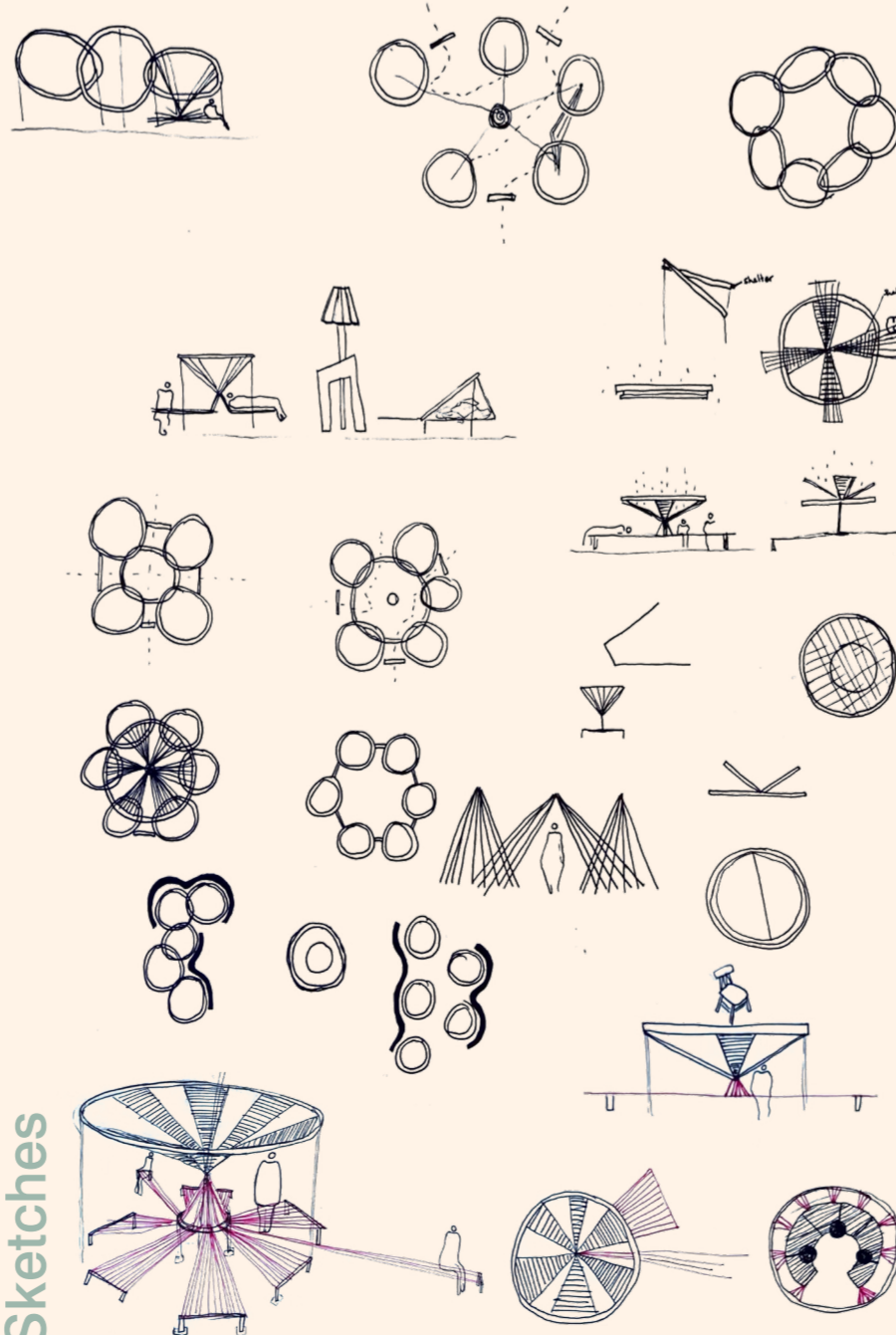
The living room is often considered the heart of any home - where people can unwind, socialise, and feel comfortable. However, what does it mean to incorporate the essence of a living room into urban settings? Social Circle looks to bring domestic elements into the urban environment to spark curiosity within city dwellers and initiate conversation within the community. It provides a free social space for communal expression, meeting the need for a welcoming and inclusive gathering place in the city.

The Social Circles design is located in Dundee City Square, outside the Caird Hall and adjacent to the Overgate Shopping Centre. Due to the rise of online shopping and the detrimental effects of COVID-19, footfall within city centres has dropped significantly. This is why city centres must develop new 'destinations', such as the Social Circles design, to attract people back.

Sketch Models



Sketches



1:1 Build

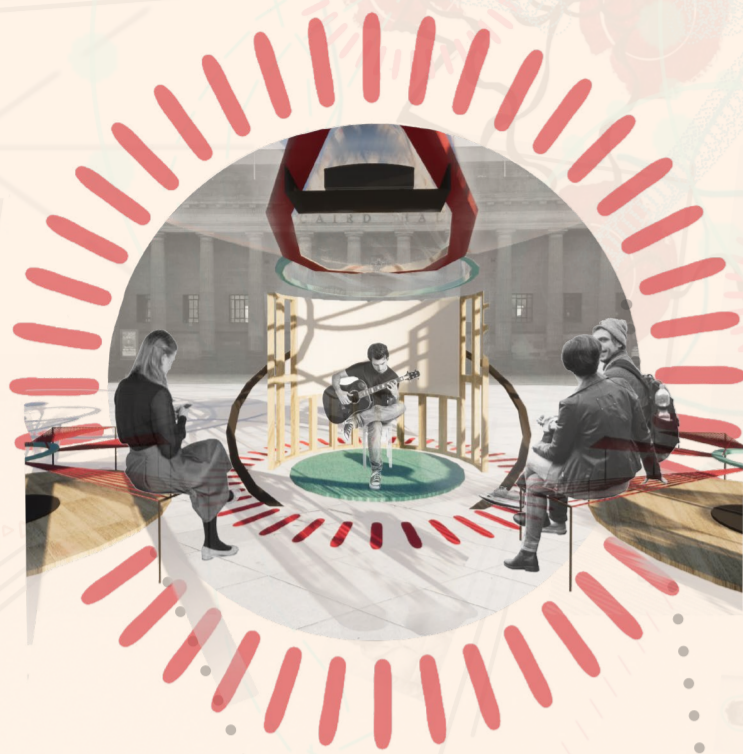


To enhance my final design outcome, I collaborated with the metal and woodwork shops to build a 1:1 scaled seating segment of my design. I had prior experience in both these workshops and wanted to utilise them. Welding, bending, and drilling were key aspects of constructing my design.

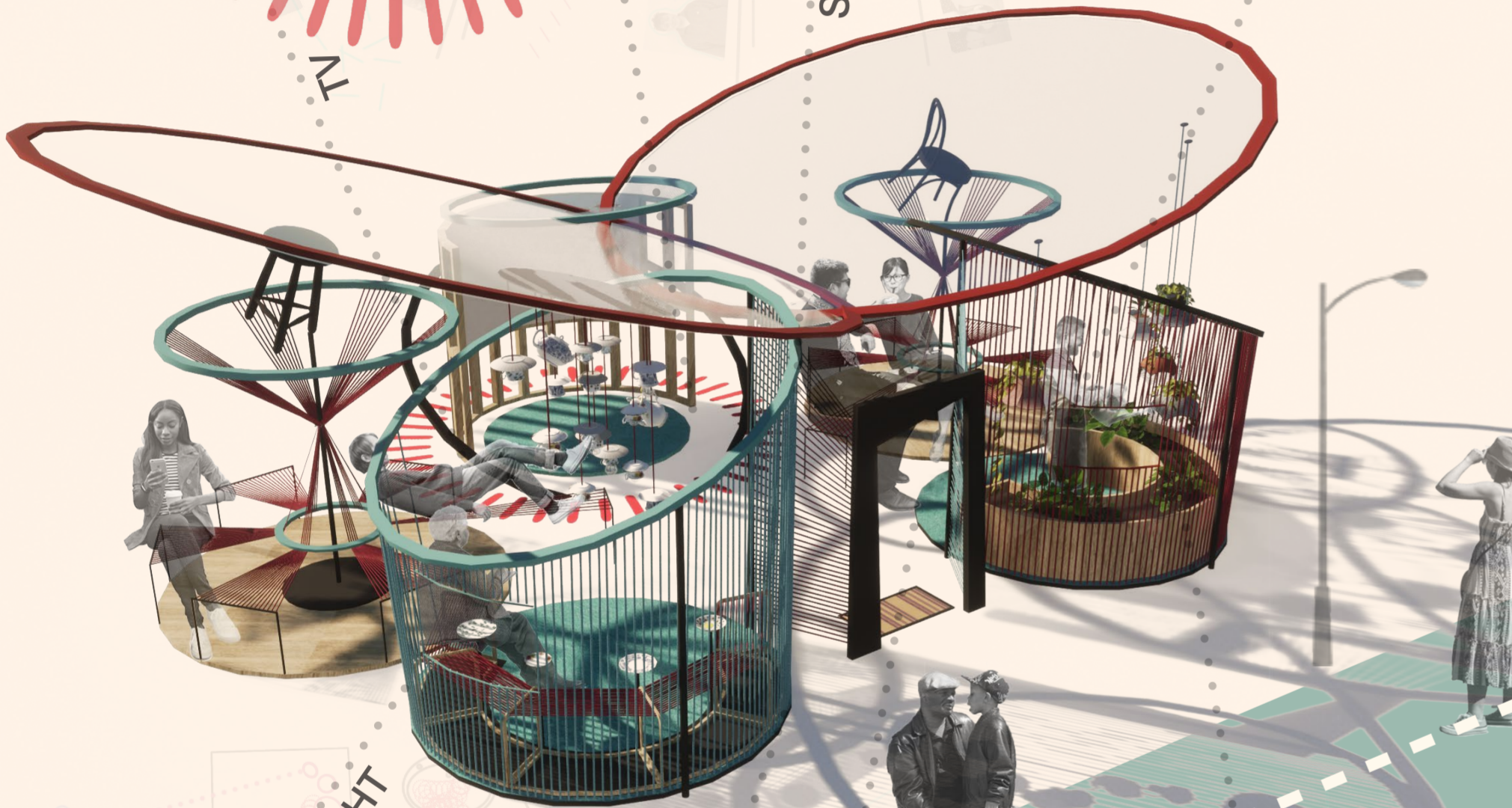
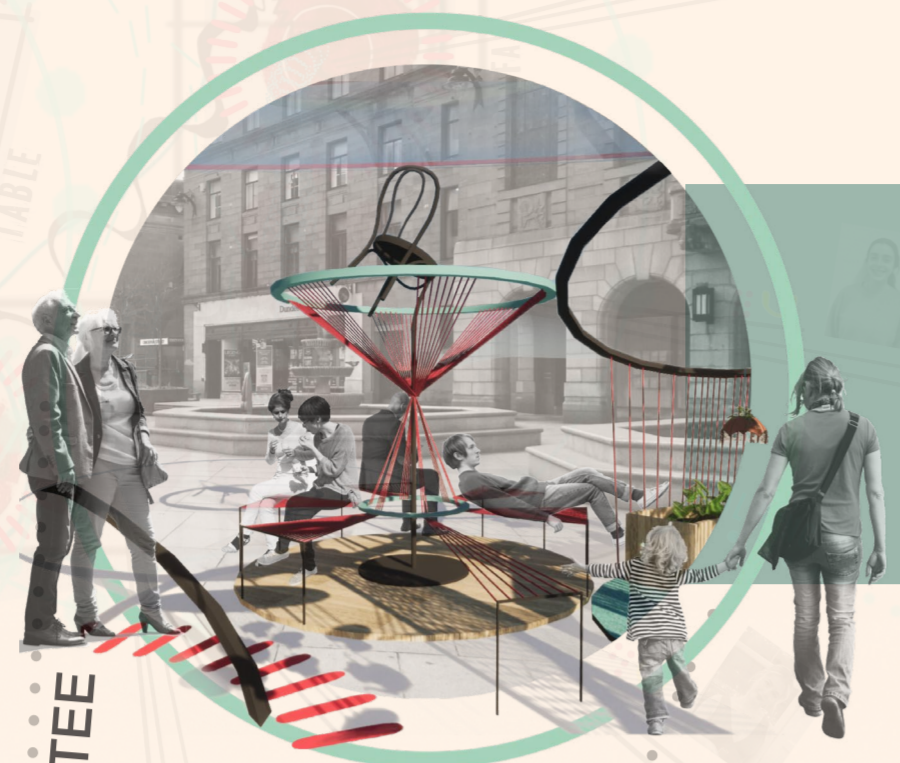
Website: <https://www.morrisdesigns.info/>

Project Video: <https://www.youtube.com/watch?v=27sQtNOLiDc&t=1s>



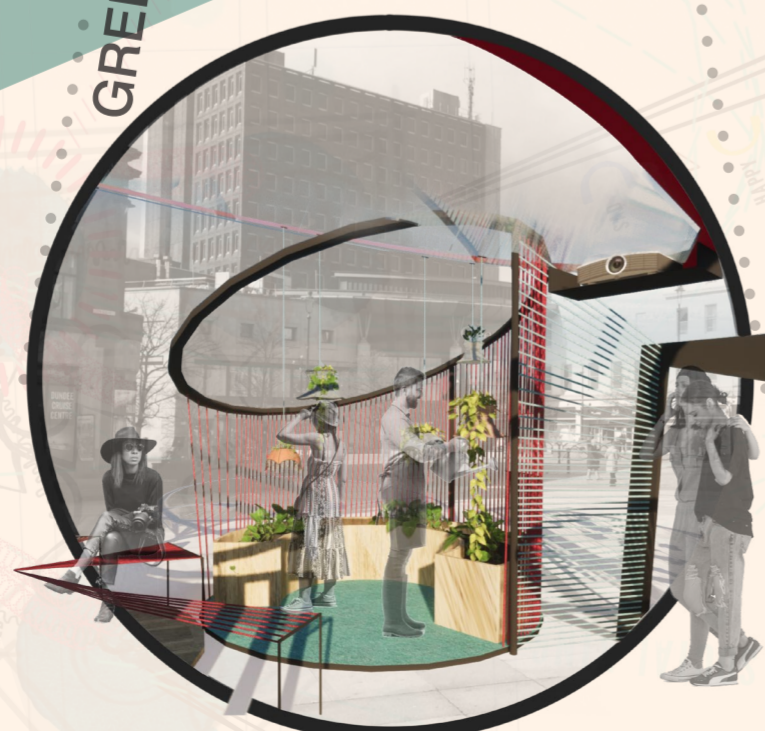


SIT-TEE



TEA LIGHT

GREEN SHADE



Sit-Tee is an abstract seating structure designed to ignite people's curiosity and provide ample seating for social gatherings. It serves as a conversation starter, encouraging interaction and communication. Within the overall structure, the seating arrangement facilitates conversations to flow between the different social circle segments.

Due to my design's focus on communication and interaction, I believe it was important for people to physically engage with my creation. Hence, the reason for making the 'Sit-Tee' part of my design at a 1:1 scale. This way, people can touch, sit, and socialise with the physical design.

To bring the design together, I creatively repurposed old climbing rope to skilfully weave the seating area, giving new life to previously unused climbing rope within the design. I used four different knot styles: the Bowline knot as the starting knot, the Hitch to prevent tension from running up the full structure, the Double Fisherman knot to tie two ropes together, and finally, the Overhand Knot as the finishing knot. The knots formed robust, supportive seating segments that people were able to use for its intended seating and socialising purpose.

1:1 'Sit-Tee' Build

