



STORE 3

CAFE

STORE 1

STORE 2

GALLERY

WORKSHOP

THOROUGHFARE

THOROUGHFARE

AXONOMETRIC PROJECTION

GAITFUL

Repair-Retail Pavilion Cluster for Design Driven, Conscious Actions

A new build project in the city centre of Dundee. The space is designed to facilitate a sustainable shopping experience on the high street.

The city centre is changing with more businesses vacating stores and leaving behind empty properties that get vandalised over time. Across the UK physical retail store popularity has significantly decreased and the last few years have been especially tough for the retail sector. The pandemic has exacerbated this decline in some ways making digital commerce the preferred way of shopping.

The aim of this proposal is to foster a unique community of people who are mindful of their shopping choices and care for their environment. The space has workshops which are equipped to repair items that are of value to their holder. The site has a mixture of intimate and social spaces of interaction. The market space provides unpredictable experiences for the visitor as well as the opportunity to support local businesses.

As the demand in mindful consumerism is growing, I believe that the current retail is outdated and does not fulfil the needs of the consumer. People becoming mindful of their impact are seeking ways how they can take control in this case supporting business practices that are less harmful in comparison with the big retail chains.



Gerald Zaltman

“Harvard Professor Says 95% of Purchasing Decisions Are Subconscious”

life of things



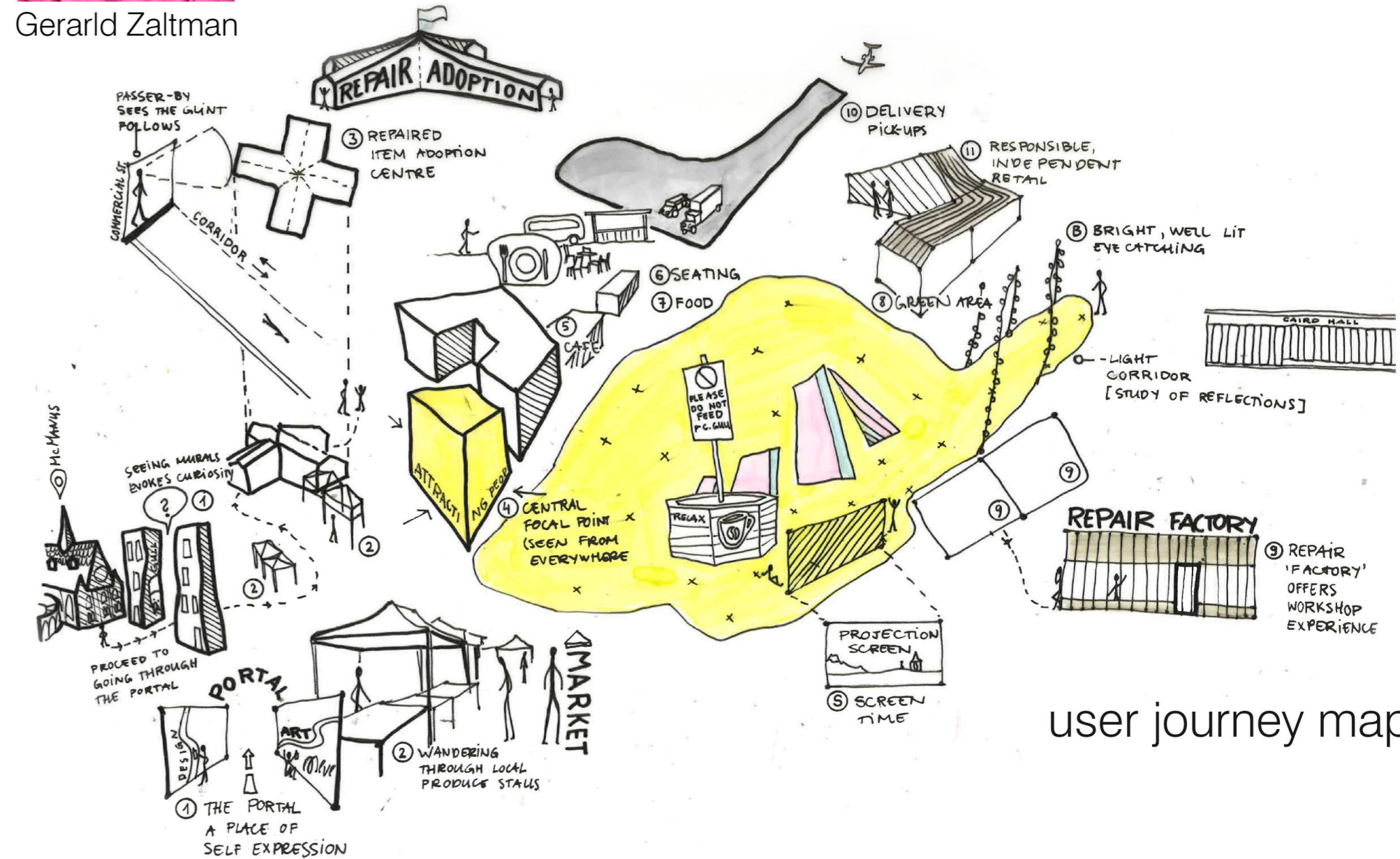
Dr Charlotte Stamper
Sector Manager at Zero Waste Scotland, Stirling

“80% of Scotland's carbon footprint comes from products and materials. It is essential to adopt a circular economic model when upgrading energy storage and transmission networks.”

National Museum Scotland



Empty store fronts around the main shopping streets in Dundee



user journey map

How often you buy things and never use them?

- often
- sometimes
- never

Do you prefer to shop online or in physical stores?

- online
- in store
- both

Does physical store environment affect your decisions? Do you feel obliged to buy something just because you went in?

- often
- sometimes
- never

Have you heard of emotional design?

- yes
- no
- not sure

Is sustainable shopping something that you are interested in and would be willing to do more of?

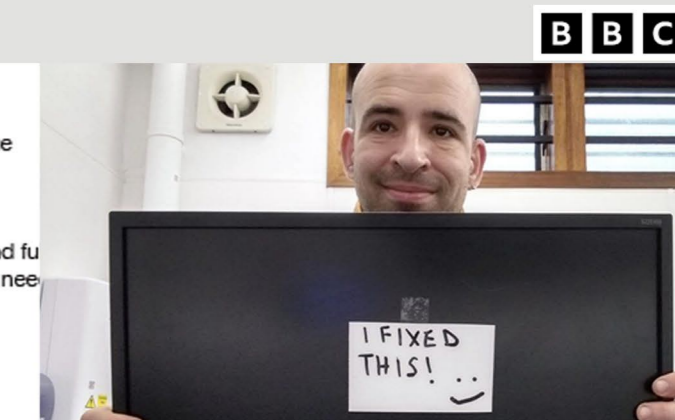
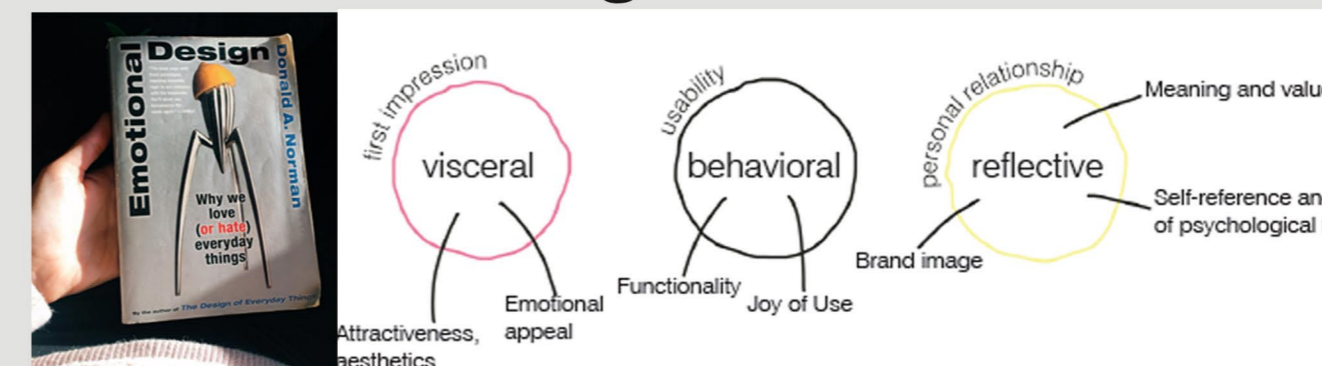
- yes, I would
- maybe
- no, I don't care

Do you think that Dundee has enough sustainable retail experiences?

- yes
- no
- not sure



emotional design



Can we fix our way out of the growing e-waste problem?

By Elisabeth Mahy

What is 'Emotionally Durable' Design? designing things we would cherish and keep, rather than throw away.



The Repair Shop – BBC One

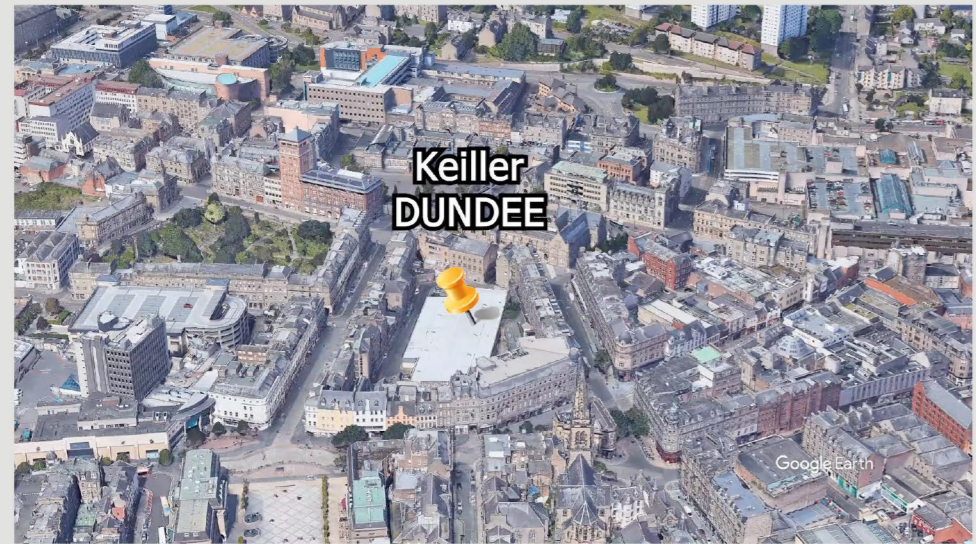
site visit 3 Chapel St Dundee, DD1 1DQ

the existing site

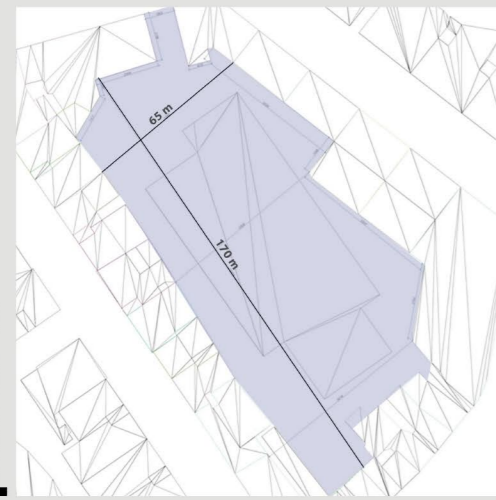


The site is located in the city centre of Dundee and is surrounded by pedestrianised streets. I propose to take down the existing shopping centre as it is outdated.

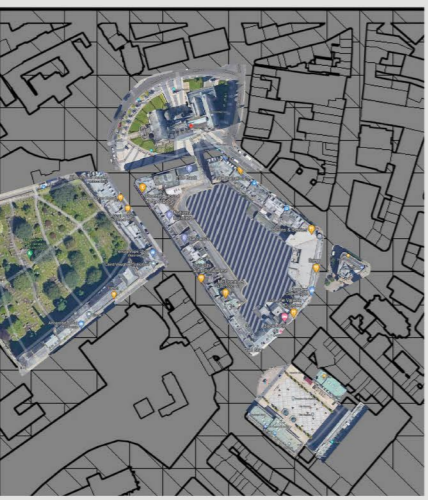
aerial view



plot size



places nearby



site analysis

site access



The site conveniently has four entry points. Despite its accessibility, not a lot of high street shoppers wander in the space. To some this place might seem daunting while others find it's rugged charm appealing.

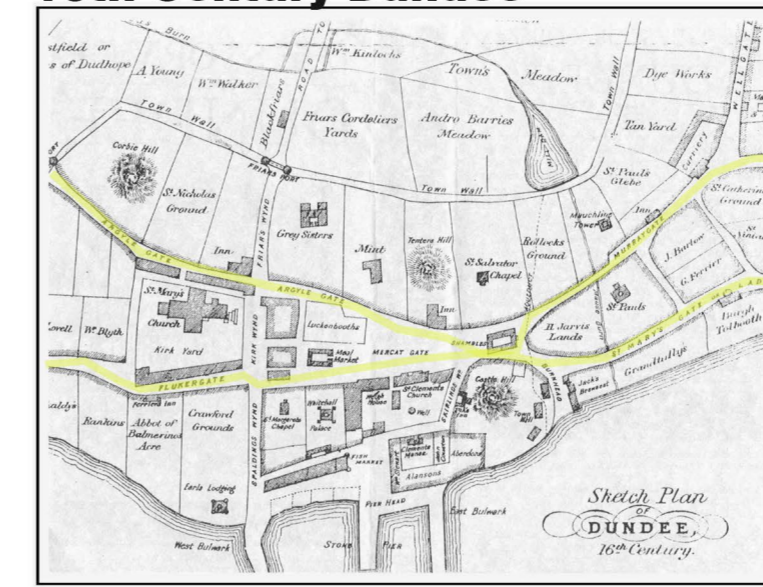
The New Inn Entry street is parallel to the site and give it access to vehicles. The street currently is used predominantly by delivery drivers.

entry points



design process

16th Century Dundee



During the research I came across the six medieval thoroughfares of Dundee that historically and still are, near the site and contrasts with the wider roads which were built in the Victorian era. Thoroughfare suggest that it is a link between places. I liked the idea of the space being a walk-over, a necessary step to get to one's destination.

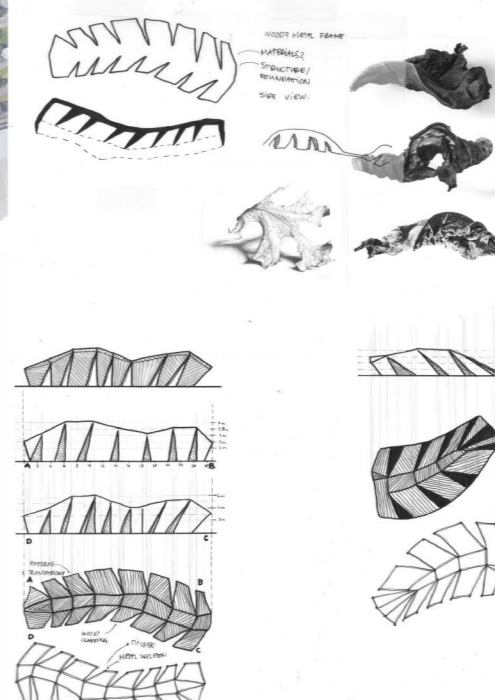
Dundee's six remaining thoroughfares:

- 1 NETHERGATE
- 2 OVERGATE
- 3 MURRAYGATE
- 4 WELLGATE
- 5 COWGATE
- 6 SEAGATE

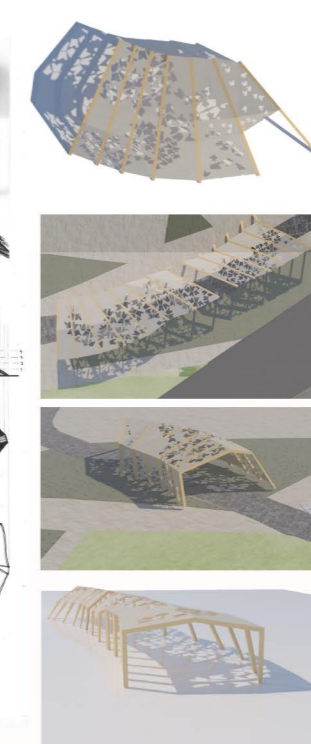
THOROUGHFARE:
A path forming a route between two places



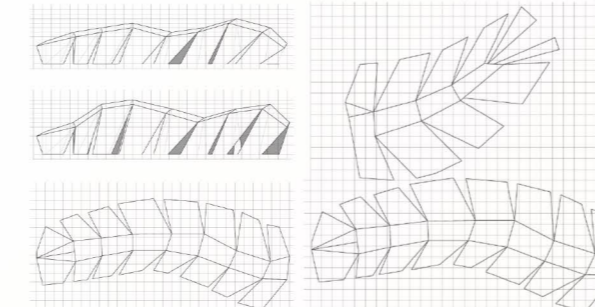
hand sketches



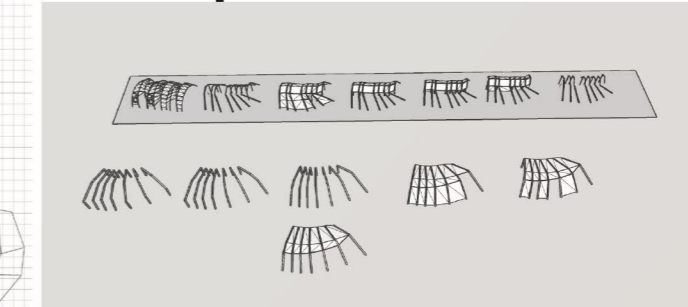
3DS Max



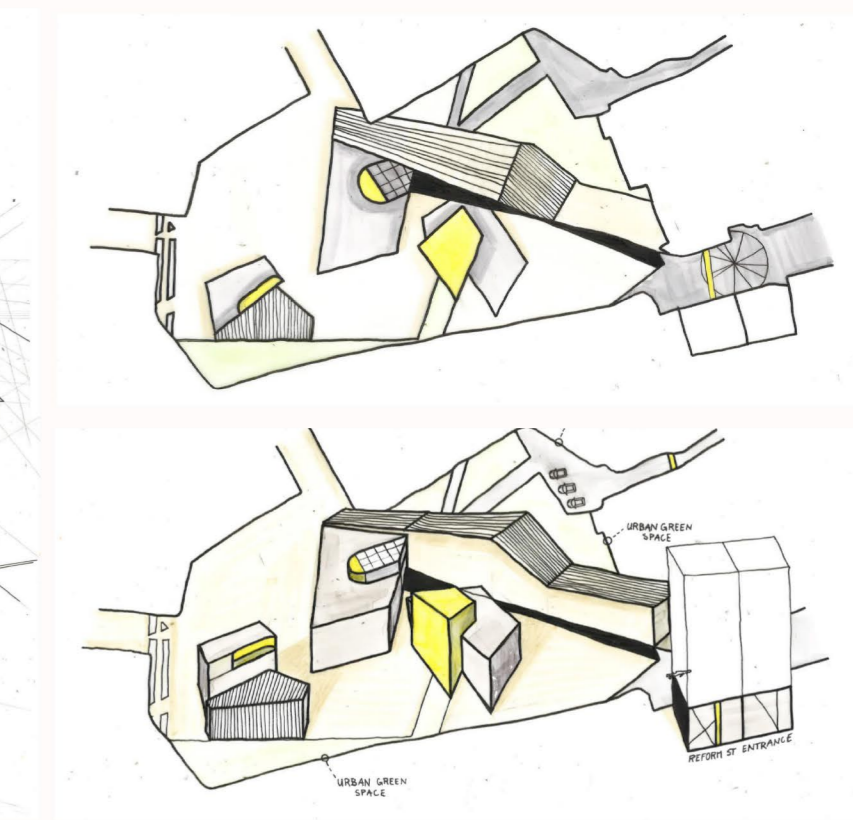
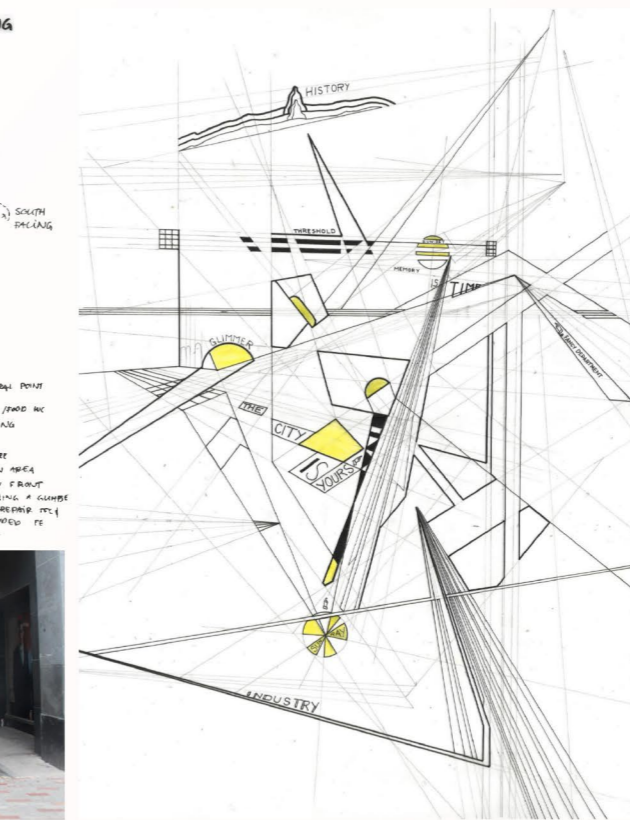
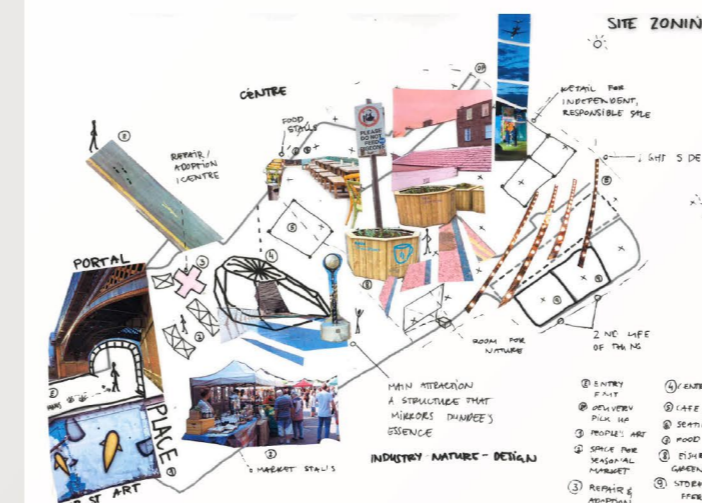
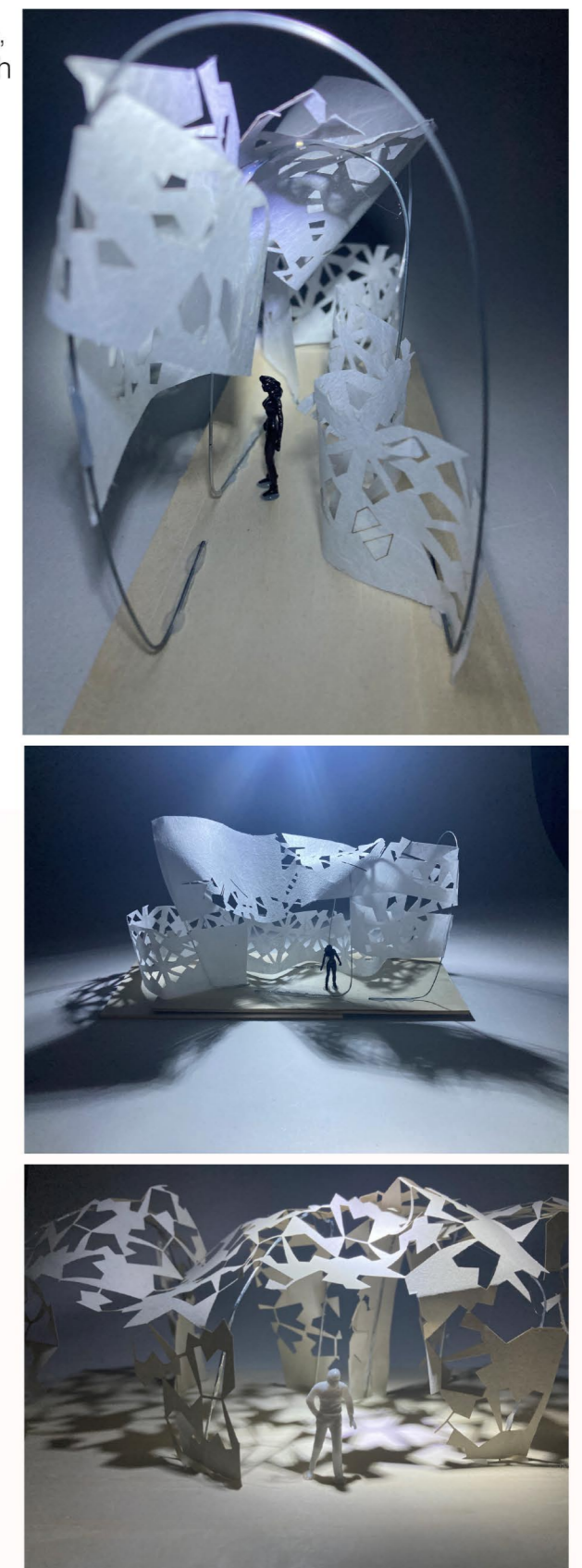
AutoCAD



SketchUp Pro



sketch model



WORKSHOP

Having two levels these buildings are the highest, and they can be seen without obstruction from all four entrances. Both workshop buildings are open plan and have space for collaboration. The two are joined by a bridge that is accessible from the first floor and it allows the visitors to oversee the whole site. The front facade has large windows to let in daylight, while the back facade is left plain for evening film screenings.



THE KEY:

- Staff room
- Storage
- Maintenance room
- Areas for collaboration
- Stairs

PERSPECTIVE VIEW

TRANSVERSE SECTION

LONGITUDINAL SECTION

AT NIGHT



INTERIOR window facing the entrance from the McManus Gallery



THE BRIDGE



STORE 3

Located by the Chapel St entrance, the store has south and west-facing windows and two skylights above the employee lounge. The store display shelves are bespoke-made and robust. The finish is rough white plaster and the shapes are taken from the earlier shape studies. On the wall is written 'The City is Yours' it is something that I noticed during my site visit. Because of the emotional value of this message, I decided to apply it in the new proposal.

SUMMER OPEN AIR CINEMA

The Design Proposal

A new build project in the city centre of Dundee. The space is designed to facilitate a sustainable shopping experience on the high street. The site can be accessed from three adjacent streets which allows people to experience the space in different ways. It consists of seven new buildings and two covered walkways-throughfares. In the centre of the site lie two symmetrical buildings which are the focal point, seen from all three of the access points. These buildings serve as the design workshop. The two nearby stores are created to display and sell the valuable items that have been redesigned in the workshop. Altogether the site has three such stores.

By the south entrance the visitors can access the gallery. The gallery space displays everyday items in exploded view to give the visitors an insight of how many resources and how much work goes into items that are used by them in everyday life.

The pockets of green and paved spaces are designed for hosting local markets, events, and support leisure activities. The site is designed for the visitors to feel at ease and enjoy the various green spaces where they can spend time with friends and family. Throughout the space there are visual and sensory clues that could trigger positive emotional or behavioural responses.



- (1) curved ramp
- (2-3) seating and a
- (4) city bike station
- covered footpath 02
- workshop buildings connected by bridge
- market place
- the square and outdoor cinema
- secluded seating area
- store
- play area
- covered footpath 01
- gallery
- stores
- cafe
- secluded seating area

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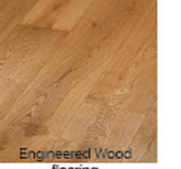
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TRANSVERSE SECTION



LONGITUDINAL SECTION



Engineered Wood flooring



THE CITY IS YOURS



PERSPECTIVE VIEW



FLOOR PLAN



THE KEY:

- Employee lounge
- Storage
- Store floor
- WC's

Bespoke shelves with rough plaster finish



CAFE

Next to the Commercial St entrance is a cozy cafe with glass curtains and a small terrace. The interior walls have acoustic untreated walnut veneer cladding. The wall in the longitudinal section, next to the booths has 3D graphic elements that cast a shade when the above spotlights are on.



PERSPECTIVE VIEW



Acoustic cladding



FLOOR PLAN

THE KEY:
Staff room
Storage
Kitchen
WC's
Cafe floor
Terrace



TRANSVERSE SECTION



LONGITUDINAL SECTION

CAFE INTERIOR



CAFE EXTERIOR



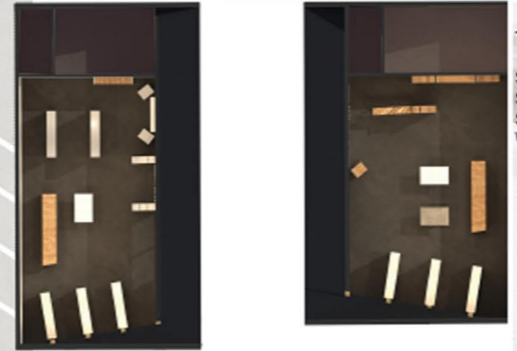
STORE 1+2

Like in Store 3, these buildings have similar displays and interior. The large window walls are west facing so the visitors can see the workshop square. One of the back wall is south facing and would benefit from a living green wall.



PERSPECTIVE VIEW

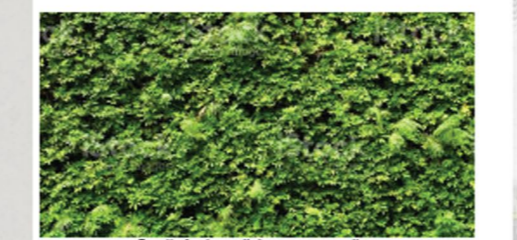
TRANSVERSE SECTION



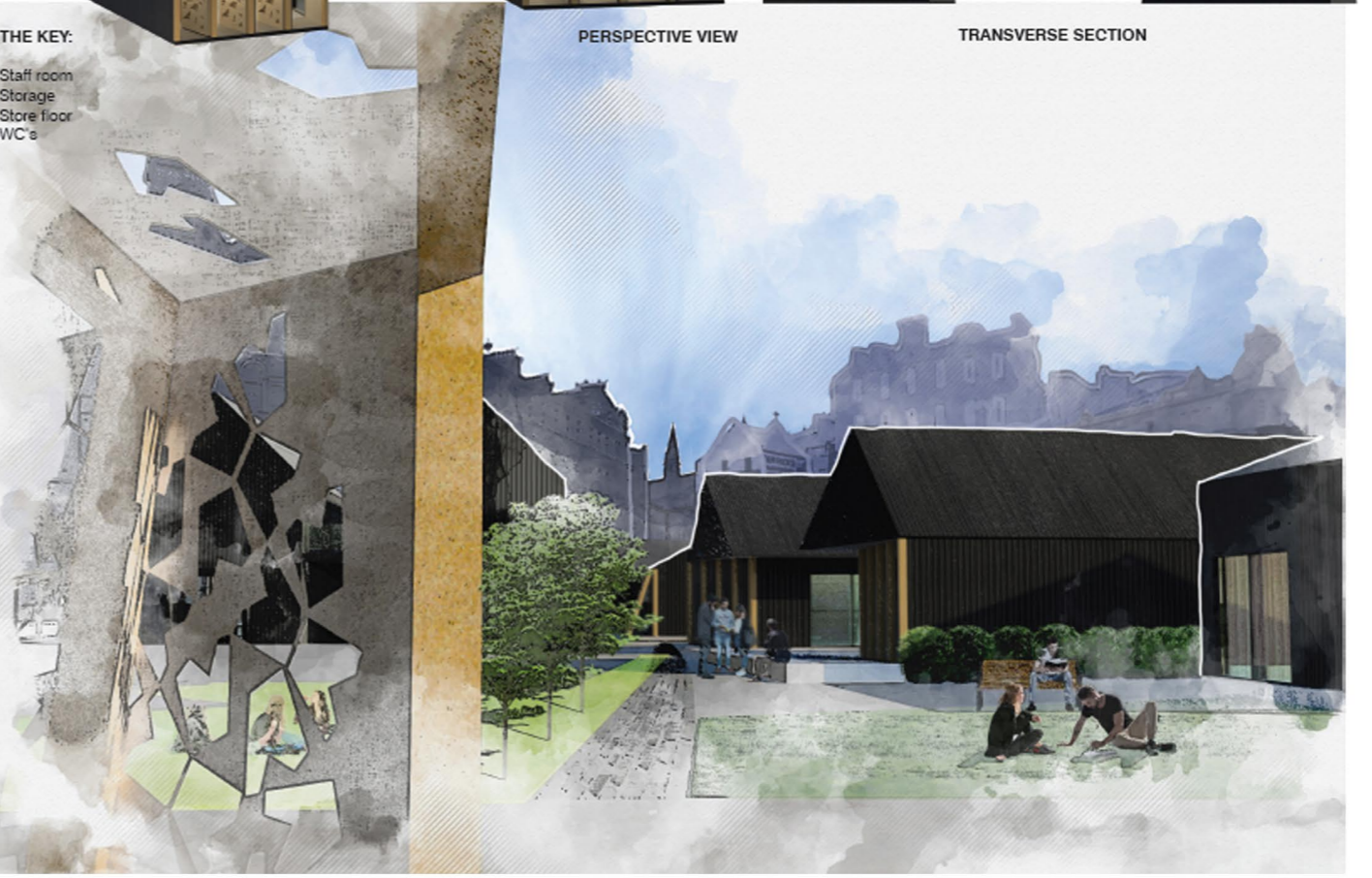
FLOOR PLAN



LONGITUDINAL SECTION



South facing - living green wall



GALLERY

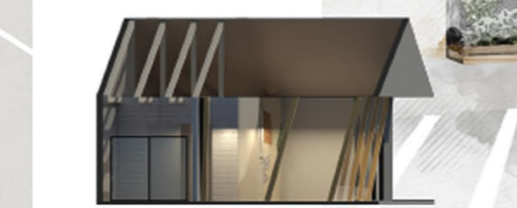
Gallery space, large open plan and benefits from plenty of daylight. The space has high ceiling with joists. When entering the building the front wall holds a display of exploded every day items, inspired by photographer Todd McLean's work.



PERSPECTIVE VIEW



FLOOR PLAN



TRANSVERSE SECTION



LONGITUDINAL SECTION



THE KEY:
Staff room
Storage
Gallery display
Gallery floor
Feature wall
WC's