

# [re]HOME

A space to encourage sustainability and combat the throw-away culture.

[re]HOME is a space in the City Centre of Dundee that is designed to expand the life of objects as well as retail spaces on the High Street. It creates a safe space for consumers to shop consciously. This adaptive reuse space is surrounded by re-imagined objects and materials giving them a new purpose and therefore re-homing them.

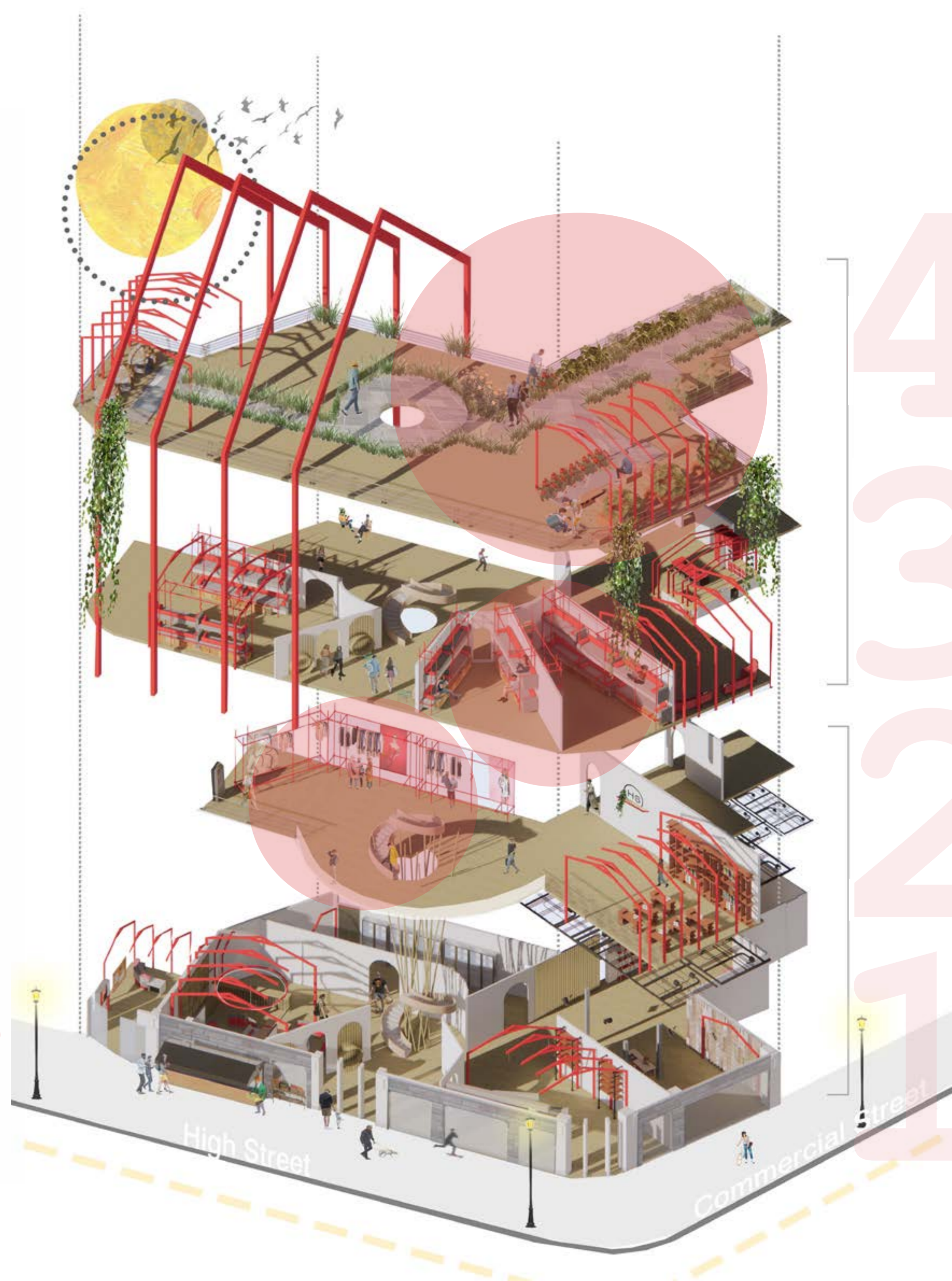
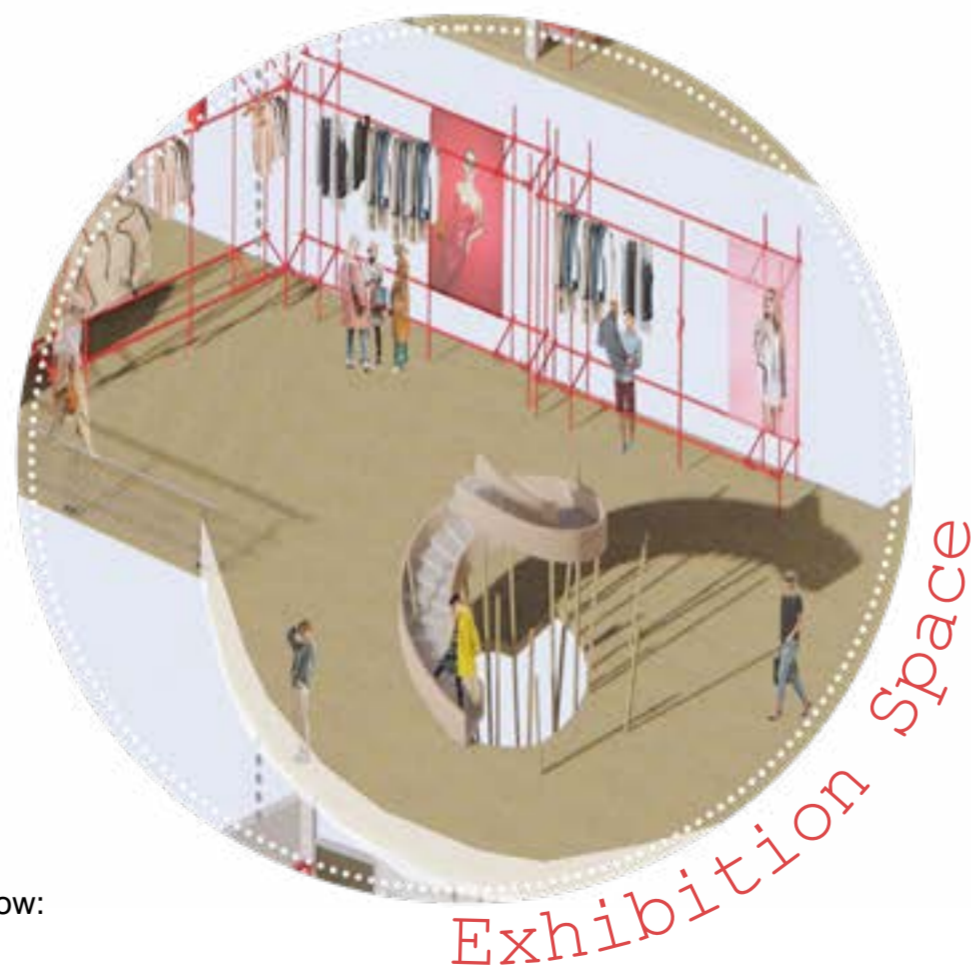
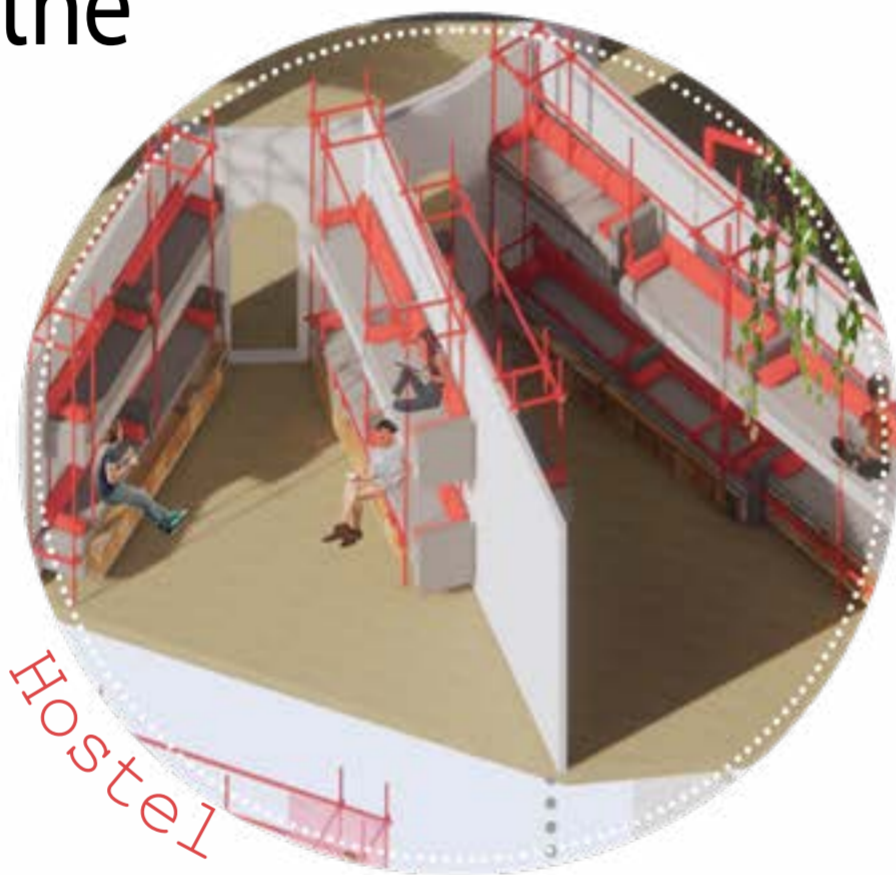
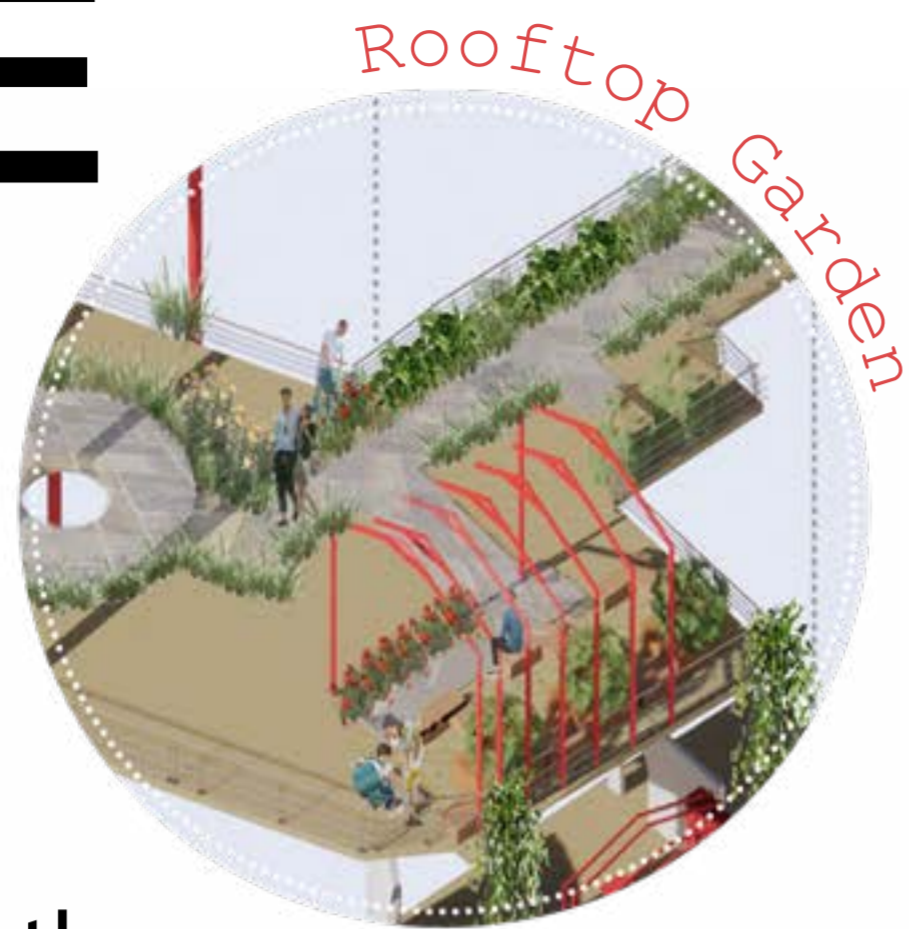
The proposed site is the old Zara store and the three shop fronts that run parallel, of which three out of the four buildings are vacant. Due to the gentrification of other parts of the city, the increase of online shopping and over-consumption, a once busy, vibrant area has seen a drastic decrease in footfall. Understanding the topical subject of over-consumption and fast fashion marks the beginning of change. The phrase 'Over-Consumption' is a broad term for consuming something in excess.. This term highlights the real problem with consumers and their shopping habits. Overconsumption not only effects the high street but also has a devastating impact on the environment .Which my project [re]HOME helps to combat.

It is apparent that having a space that gives consumers the option to be sustainable may be the solution to the overwhelming problem of the throw away culture. The spaces are designed to encourage sustainability and offer consumers the opportunity to shop ethically. Attracting the wider community to Dundee and bringing life back into the City Centre.

For a full project description please find my magazine and video linked below:

[\[re\]Home Design Proposal Magazine](#)

[\[re\]Home Design Proposal Video](#)



# Social Context



# Statistics

All facts and figures are from ethos.com

25% of fast fashion garments remain unsold.

Less than 1% of products are recycled into new garments.

Only 4% of consumers in the UK say they "only buy from sustainable clothing brands."



Meet the Designer  
Olivia Hadow

# User Engagement

I set up a user engagement workshop at a stall in the union as a way to gather insights into the shopping habits of some people in Dundee.



Above: Images taken at the user engagement workshop.

As an Interior Designer I am interested in sustainability and re-imagining abandoned spaces. I am inspired by spaces that are forgotten, spaces that are not living up to their potential. Creating environments that benefit individuals and the wider community.

Adaptive reuse projects have always interested me particularly in urban and industrial settings. I love the sketch process and find applying service design and user engagement mythologies an important step in the design process. This allows me to develop my interior practice and bring my ideas to life.

[re]HOME allows me to explore these themes and is designed to encourage sustainability and help combat the throw-away culture. It is a space in the City Centre of Dundee that is designed to expand the life of objects as well as retail spaces on the High Street. The space merges the shopping experience with the repair and reuse ideology. I partnered up with the charity Shelter for this project. I have taken inspiration from their ethos and their signature red house shape, which can be seen throughout my design proposal.

My Dissertation 'Pulling at Threads: Is sustainable fashion a realistic goal in today's society or are people blind-sided by up-and-coming trends in the fast fashion industry.' Was where my interest in over consumption derived from. This topical subject is an important consideration in our everyday life which I feel is important to raise awareness of and hopefully create a brighter, greener future.

# Interviews

## Beth

Volunteer at the Chest Heart and Stroke Charity Shop.



"I consider charity shops an essential.

Charity shops, especially in small and poorer towns make it easier for the less fortunate to shop if they cannot afford other High Street brands."

## Laura

Volunteer at the Highland Hospice Charity shop in Beaully.



"I think the High Street has to provide quality and affordable clothing for all budgets."

## Sonya

Volunteer at the British Heart Foundation



"I have received funding from the BHF in the past, so it is nice to be able to give something back. I think people would be a lot more tempted to dump a lot of unwanted items if there were no charity shops."

## Paul

Volunteer at the Community Fridge on Perth Road, Dundee.



"Shops in the local area of Dundee support the community fridge and are always happy to donate food that is due to go out of date within the next few days."

The three questions I set out for people to answer were:

- What improvements would you make to the retail experience in Dundee?
- What do you feel the High Street of Dundee is missing?
- How often do you shop in the City Centre?



Above: Workshop responses

# Site Analysis

80-83 High Street, Dundee, DD1 1SD

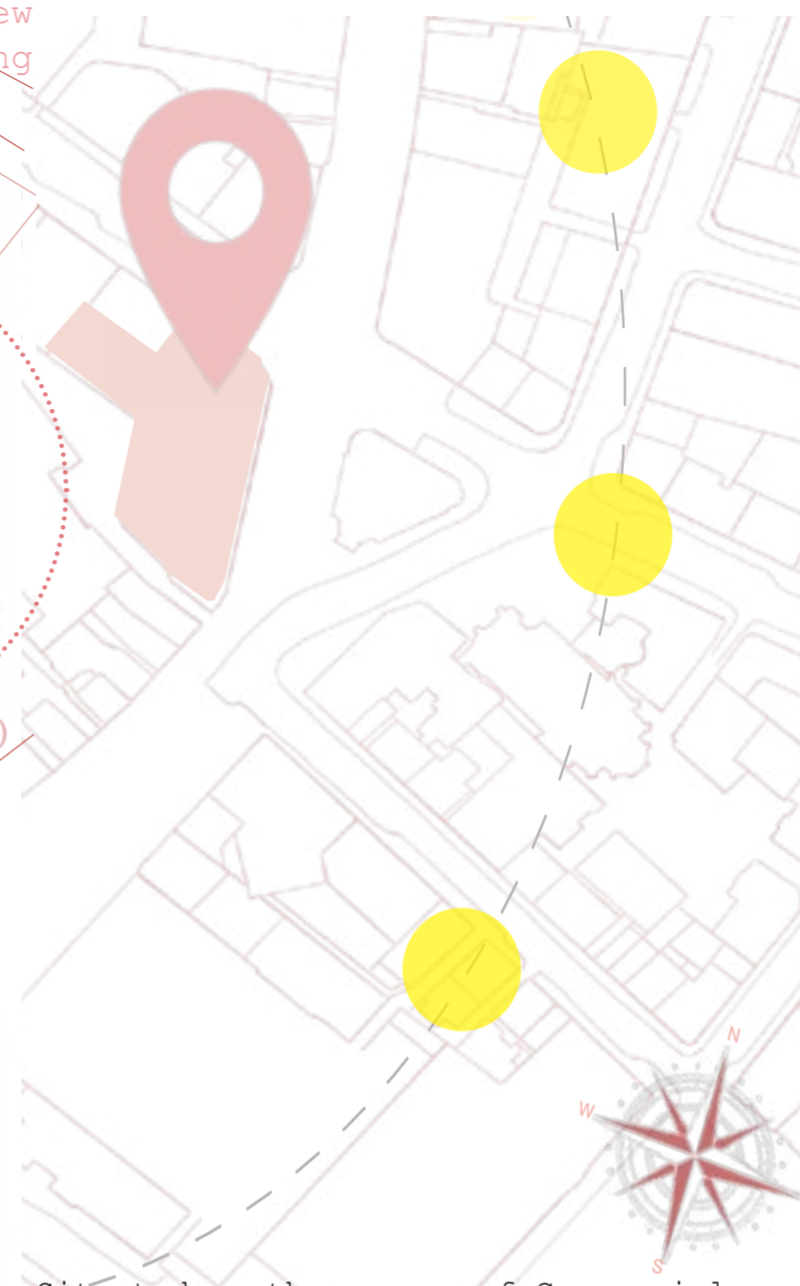
I chose this location as my aim is to raise awareness of the throw-away culture and create a new narrative for this space due to the throw-away culture being a big part of the every day working of these shops.

Greggs

H&M  
(Vacant)

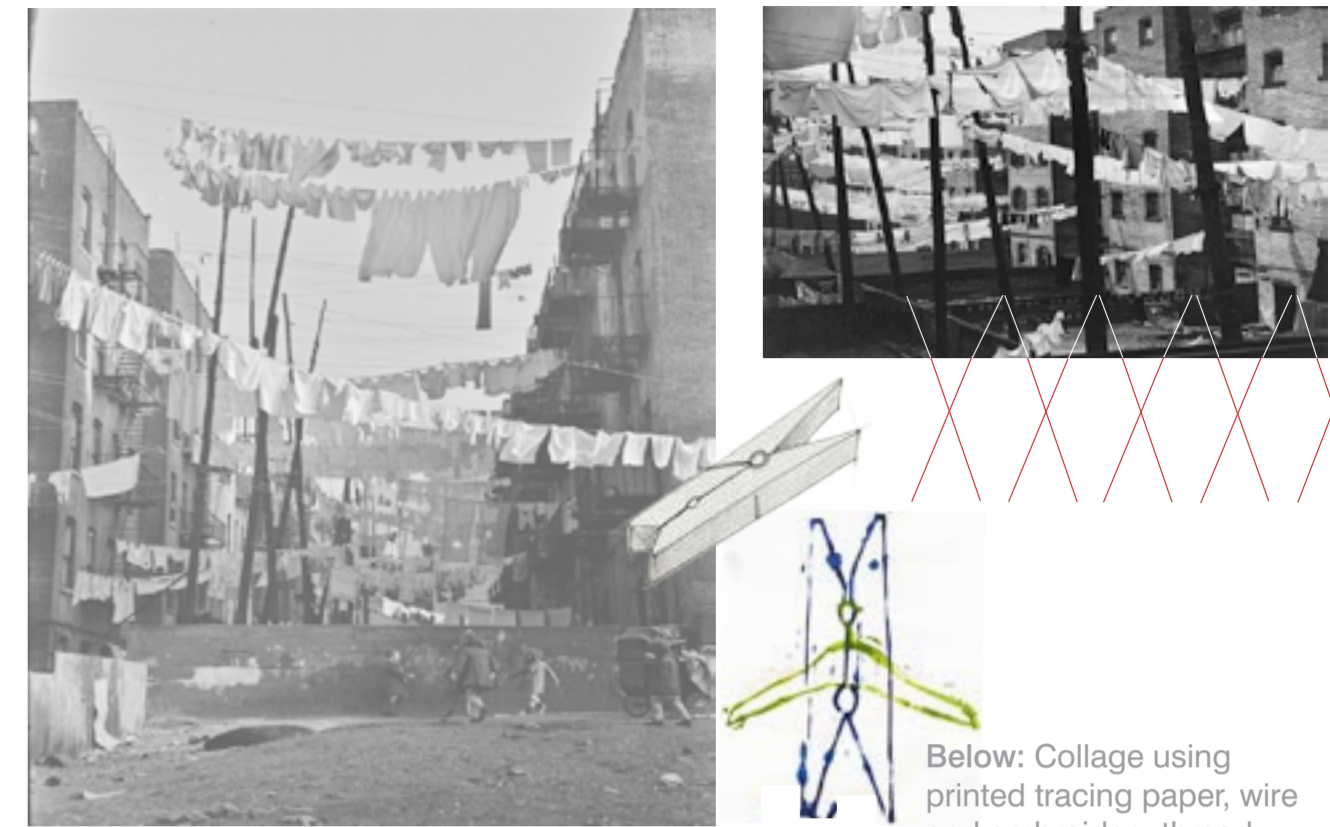
Zara  
(Vacant)

Size  
(Vacant)



Situated on the corner of Commercial Street and the High Street of Dundee.

# Influences



Below: Collage using printed tracing paper, wire and embroidery thread.



Communal washing line collage made with wire, printed tracing paper and embroidery thread.

Communal washing lines help to bring communities together, creating an intentional interaction. Creates a shared space and encourages casual conversation.

# Sketch Models



# Case Studies

inspiration from the central poles on the communal washing lines. The way they cross over and create a pattern is something I took interest from.

# Development



looking at both the central pole which in this case will be the spiral staircase and the way the lines all meet or come from a central point. Looking at wall dividers coming from the central staircase.



The Street Store is a pop up store for the homeless where gently used donations are hung on cardboard hangers and therefore giving the homeless a 'retail' experience. It allows the homeless to have the freedom of choice, restoring integrity and empowering the less fortunate.

The Street Store  
Cape Town, South Africa



Pass on Plastic  
London Pop-up Store

Throughout the interior and exterior of the shop wallpaper displaying plastic waste is collaged to create a visual reminder to the customers to reconsider how they dispose of their plastic waste.



Dreimeta  
Hostel St. Pauli Hamburg,  
Germany

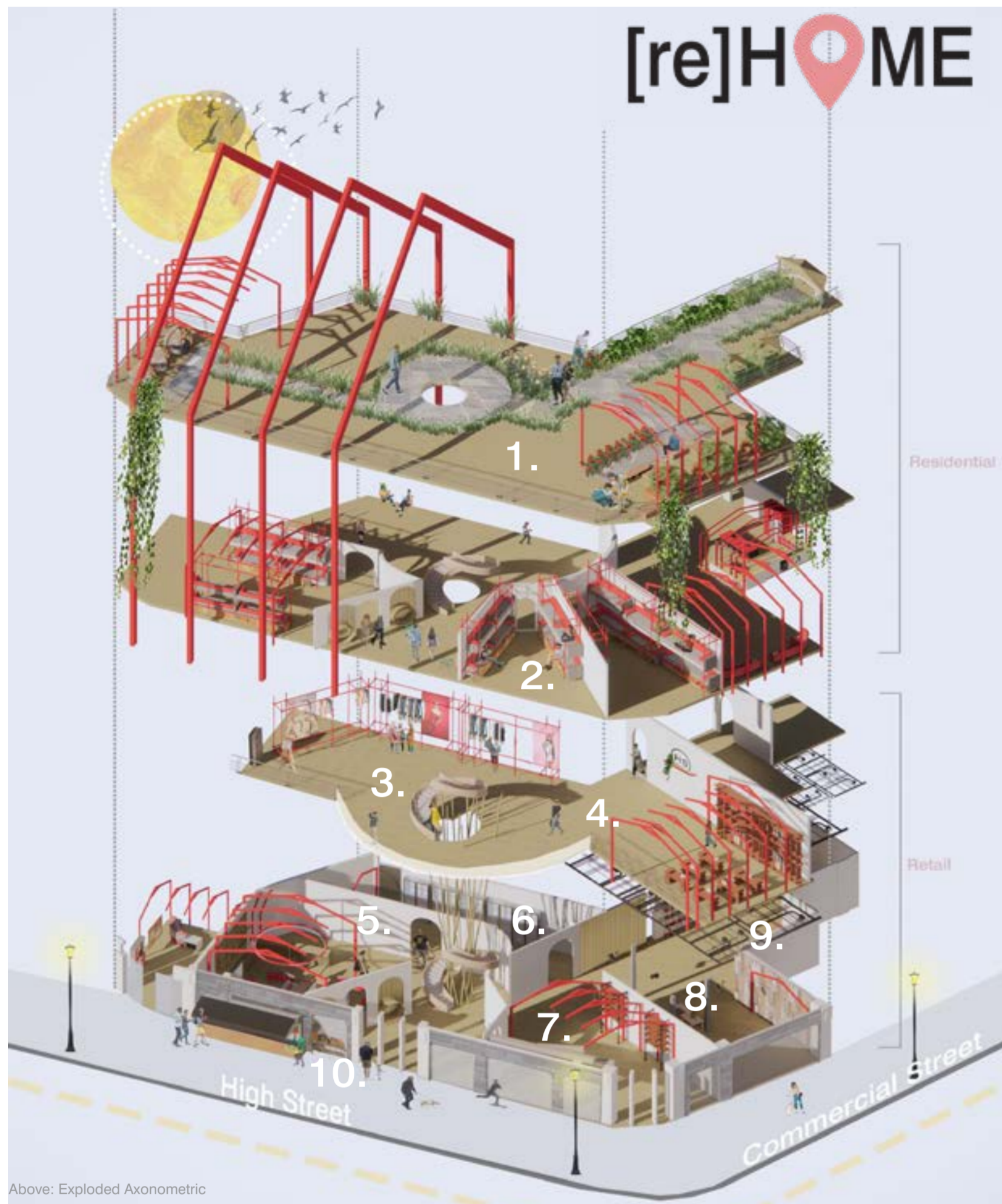
An elegant and an innovative hotel concept. Offering comfortable accommodation for tourists and backpackers for young and old. All the rooms are quiet and original furniture. Industrial style consisting of 5 floors and 89 double rooms.



Warsaw Studio Kontent,  
NO WÓDKA

Store in Berlin sells Polish fashion, home wear. The store is kept minimalist and features plywood and scaffolding. The white scaffolding supported raised plywood floor sections and form clothing rails. The store has moveable elements so that it can be adaptable.

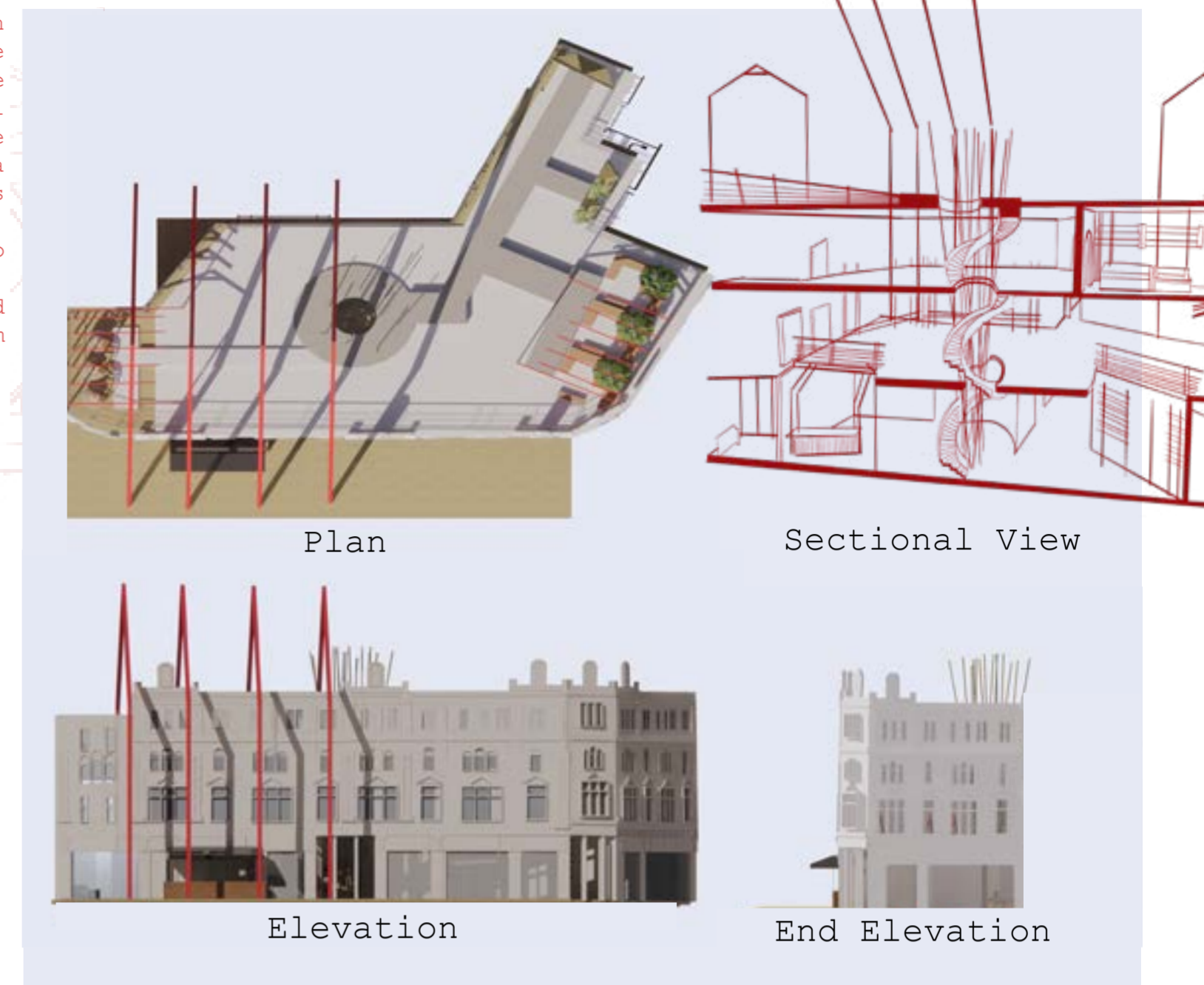
# The Design Proposal



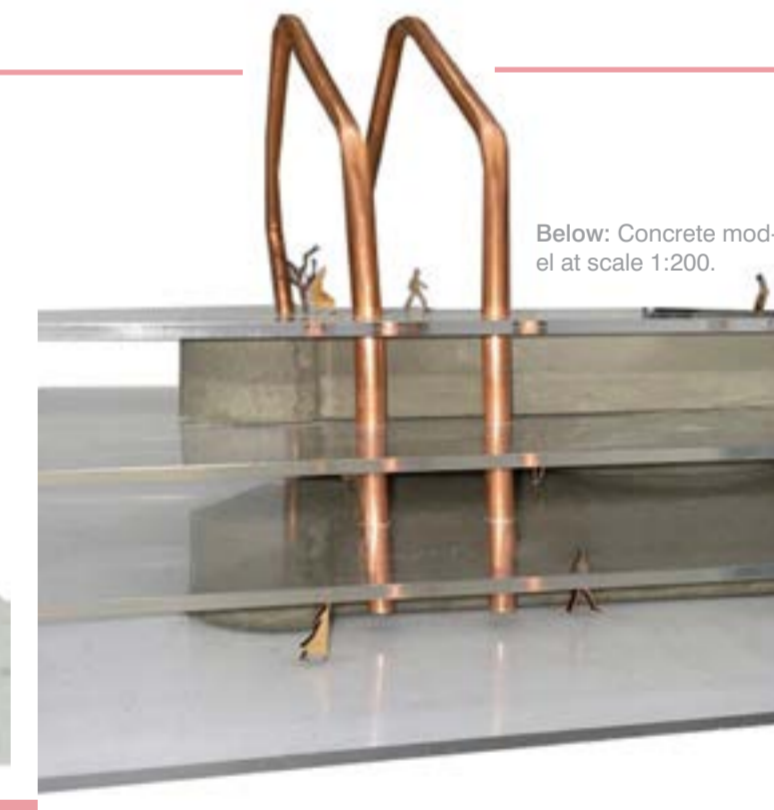
Above: Exploded Axonometric

1. Roof Top Garden
2. Hostel
3. Exhibition Space
4. Sewing Workshop
5. Community Cafe
6. Community Fridge
7. Charity Shop
8. Workshop
9. Materials Shop
10. Farmers Market

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## Concrete Model



Below: Concrete model at scale 1:200.

One part cement to two parts sand.

One part cement, one part sand to one part brick dust.

One part cement, one part sand to two parts brick dust.

One part cement, one part sand to three part brick dust.



## Concrete Model Process



1. Building a mold for the concrete to be poured into. These molds were made from MDF wood and sealed with clay and topped with varnish.



2. Mixing one part cement to two parts sand and pour into the mold. The ratio for concrete was more wet than usual which helped to take to the mold and create more defined corners.



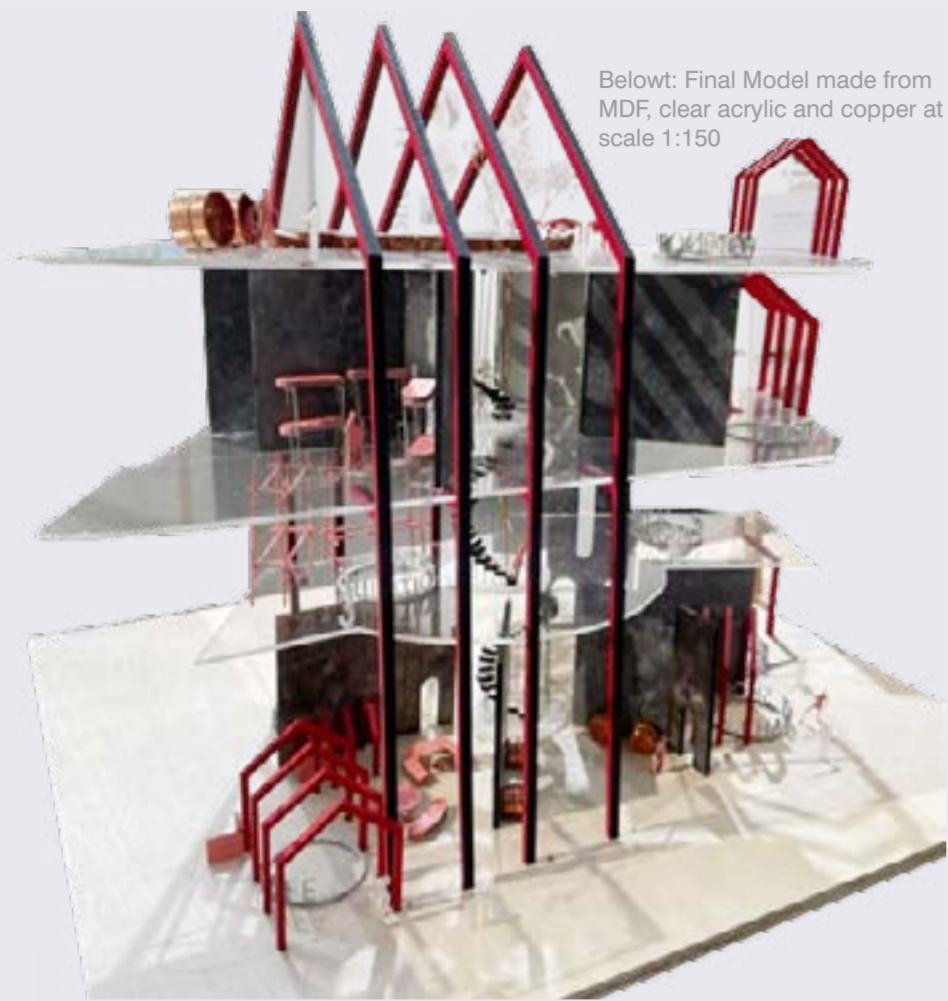
The molds with the wet concrete were left to dry.

3. Before leaving to dry I ensured the air bubbles were all out to minimise the chance of the concrete cracking and splitting.

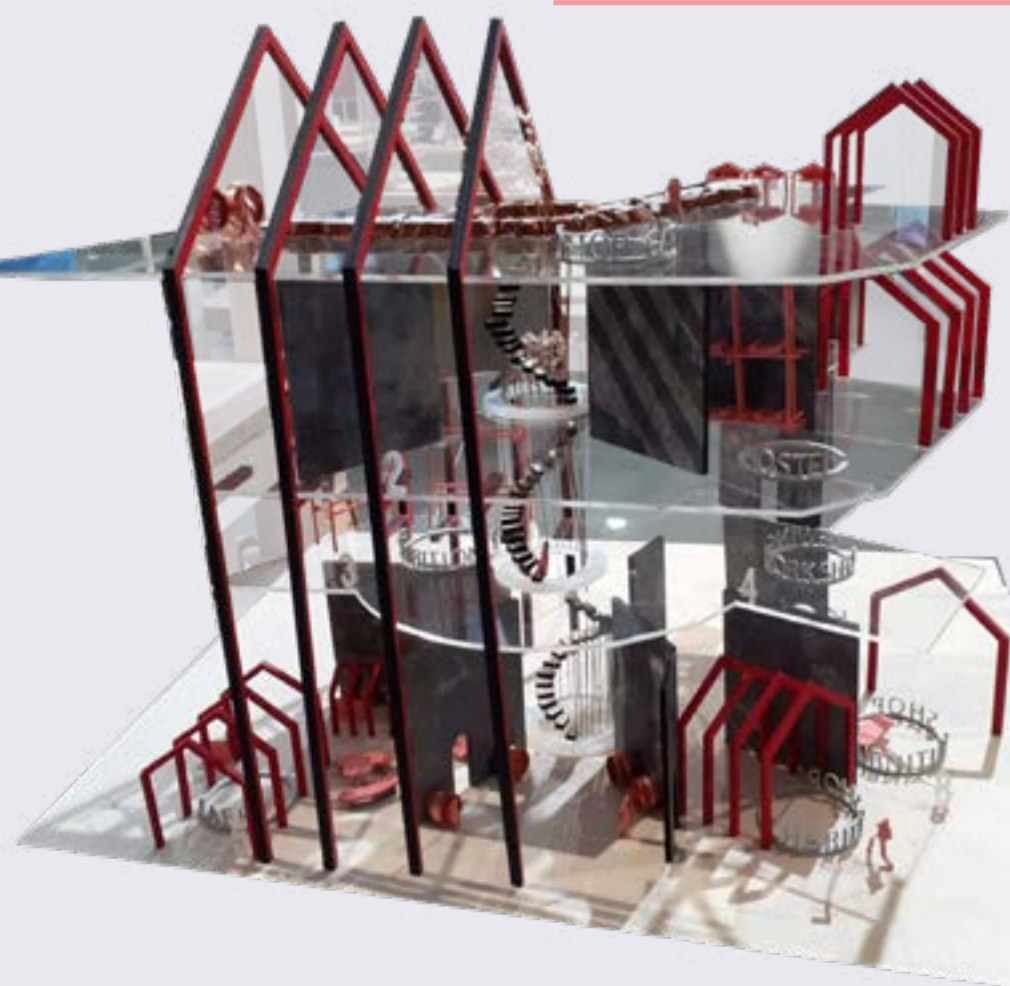


4. When it came to demolding the concrete I cut off the yellow tape that was holding it together and gently wiggled the sides until they became loose and came away from the concrete.

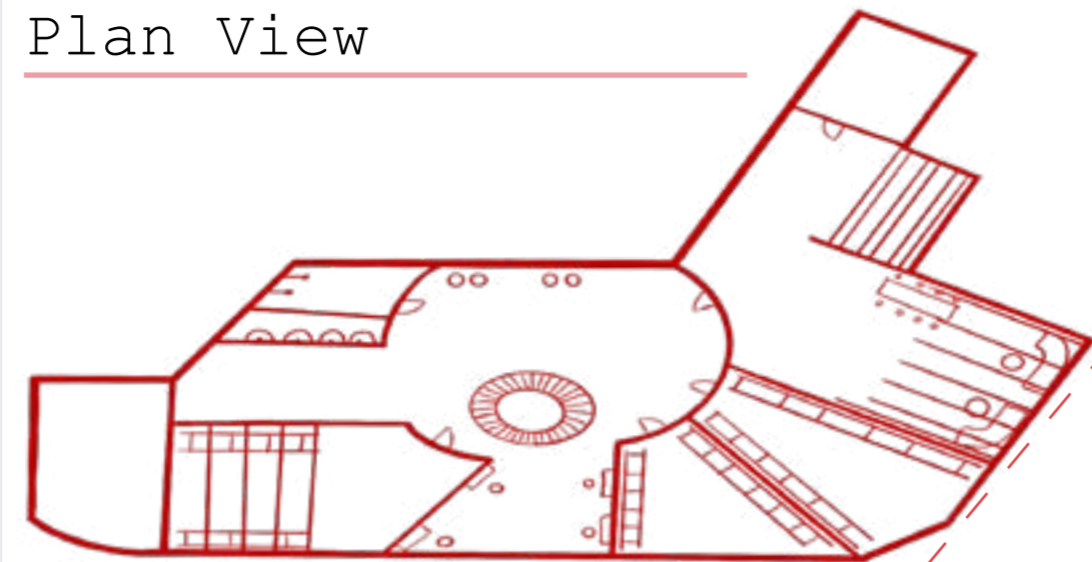
# Final Model



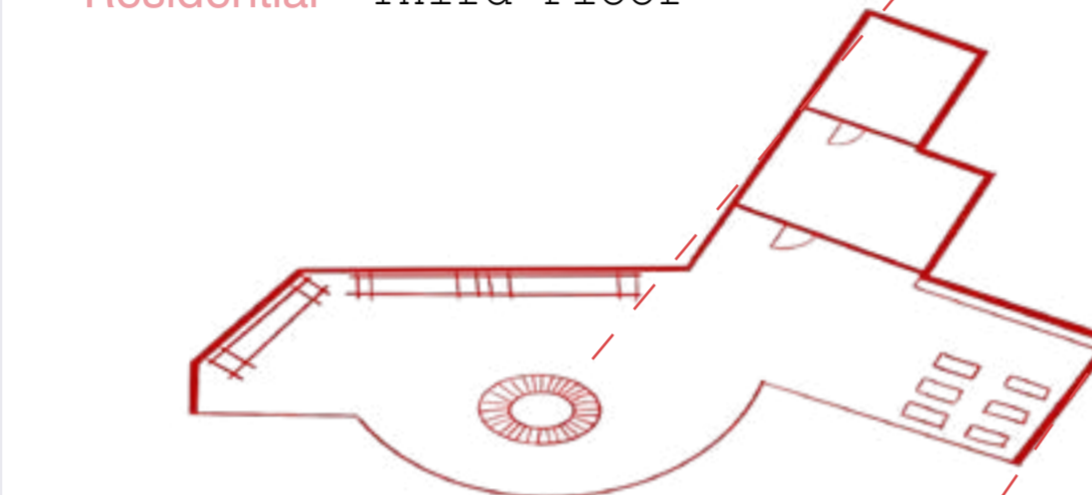
Below: Final Model made from MDF, clear acrylic and copper at scale 1:150



## Plan View



Residential Third Floor



Retail Second Floor



Retail First Floor

## Materials

Flooring throughout the space influenced by the shadows created by communal washing lines.

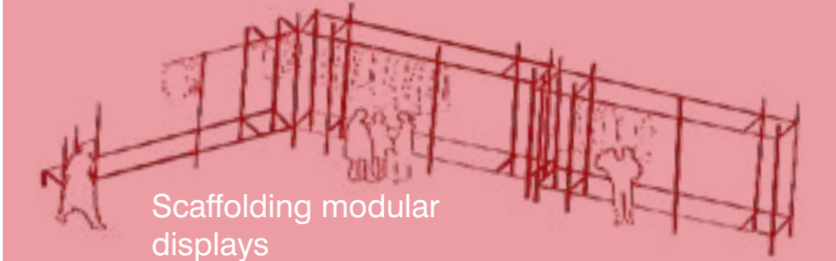


Exploring the tactile quality of found materials. These materials are a mixture of off cuts and abandoned materials for an industrial looking concept.



## Exhibition Space

The Exhibition space is situated on the second floor which features a balcony overlooking the busy first floor. The exhibition space is open planned which helps allow customers and visitors to navigate through the space easily.



Scaffolding modular displays



## Materials Shop

The Materials shop is on the first floor. This space is designed to sell scrap materials so that they are in circulation for longer. This idea stops perfectly good materials from going to waste. The materials shop also collects items donated that may not be in the condition to be resold or mended but can be used as materials. Zips, buttons and fabrics can be collected from these items to be sold here.

Sketch of the proposed display system



## Workshop

The Workshop space is on the first floor. This is where the furniture up-cycling takes place. The furniture made here will feature in the hostel space on the third floor. The space encourages the transfer of skills as well as encouraging people to bring their old furniture in to be upcycled.



## Community Fridge

The Community Fridge space is an important part in my design. The food will be donated by local food shops and will be given away free of charge. Food is an important part in everyone's life so I feel everyone should have a fair chance to access this. Not only is it beneficial for the less fortunate but the community fridge would stop perfectly good food from going to waste and therefore is a more sustainable alternative. This space aims to reduce food waste and live more sustainably.



## Charity Shop

The Charity shop space is on the first floor just as you come in the entrance. This space is designed using up-cycled materials to create an industrial feel. This space helps to combat the throw away culture and encourages people to donate old items of clothing so they stay in circulation for longer.

