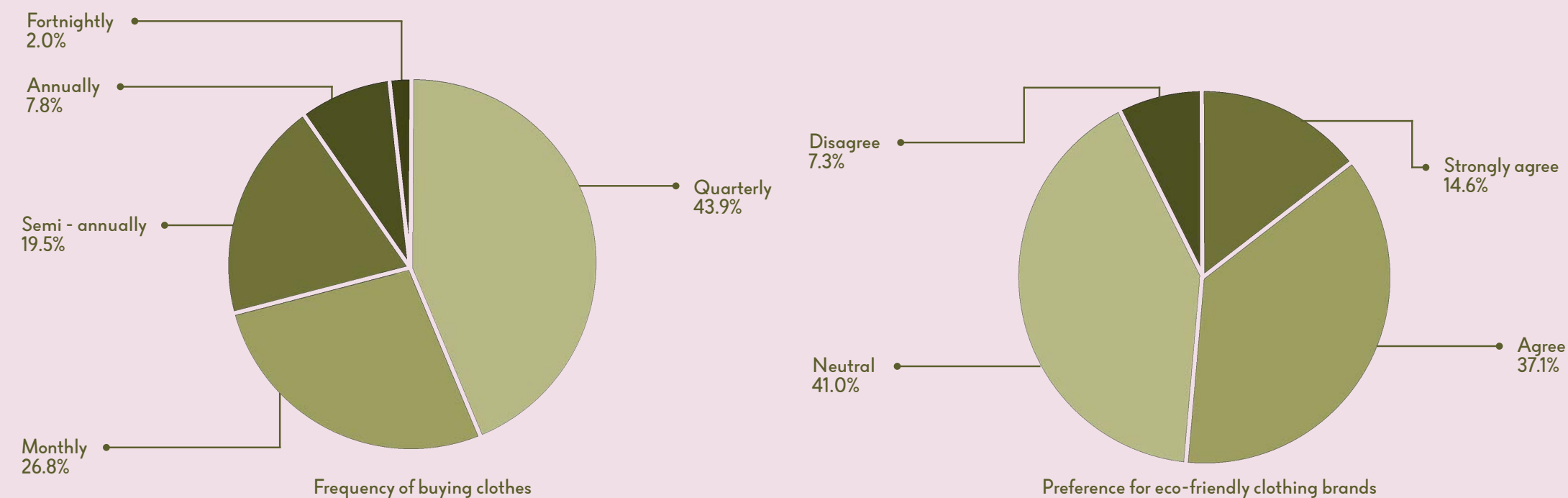


# The Slow Collective

'The Slow Collective' aims to showcase the importance of sustainability and slow fashion in a world of waste and pollution. Located close to the river, the four-story space provides both retail and maker spaces for small, sustainable businesses, with the goal of raising awareness around the issue of fast fashion and decisions that consumers can make to help save the planet. Designed with the circular economy in mind, the space is a physical representation of how beauty can be developed from nature and waste, without causing further harm to the environment. The space is designed to be multi-functional, flexible, and adaptable to ensure that materials can be continually reused and recycled time and time again.

## The Issue of Overconsumption

The pie charts show the frequency that consumers purchase apparel and their preferences in terms of choosing eco-friendly brands. Adapted from Neethu & Bhuvaneswari (2024)



## Fast Fashion

Fast fashion was a concept developed in the early 2000s, in which high street brands moved their priorities to focus on fast turnover of trend items that appealed mainly to a younger market. This meant that individuals of all backgrounds could regularly consume and dispose of fashionable clothing. This practice has led to severe environmental issues, and the fashion industry is currently the second most polluting industry worldwide, due to frequent consumption and short-lived garment use, resulting in waste that is incinerated, landfilled, or exported to developing countries, (Papasolomous, Melanthiou, & Tsamouridis, 2023) & (Niinimäki, 2020).

## Slow Fashion

Slow fashion is the idea of slowing down the production of clothes whilst taking into consideration what is being purchased and why in relation to sustainability, thus resulting in allowing the environment to regenerate, (Tinmark, Persson & Grenthe, 2019).



## Support

the slow fashion movement and the reduction of consumption by offering slow, sustainable alternatives to consumers.

## Motivate

consumers to adopt sustainable fashion choices and purchasing decisions by offering an alternative approach to traditional high street shopping.

## Build

relationships between retailers and consumers to educate consumers about sustainable practices.

## Provide

retail and studio spaces to small, sustainable businesses to help them reach a larger market and be successful in a difficult industry.

## Promote

sustainable interior design practices through building re-use via the integration of flexible and dynamic interior features that coincide with the slow interior movement.



## Site Location



The site for this project was previously home to an archives and Local Studies unit, in which the building was adapted so that conditions were suitable to store historical documents. A new steel structure was dropped into the original building in 1984, and most windows were blocked off the control the amount of light getting into the building. This means that there is the possibility of reverting the building back to its original form, widening the possibilities of ways in which this building can be renovated.

## User Groups



Consumers



Receptionist



Cafe Workers



Building Managers



Recycling  
Managers



Jewellery Makers



Accessories  
Makers



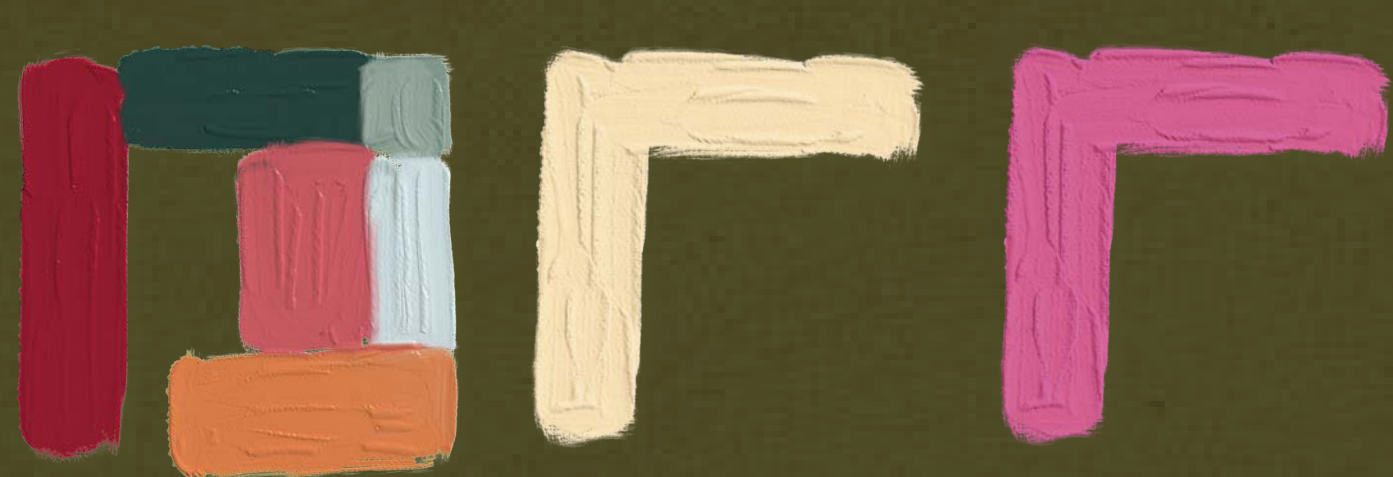
Clothing  
Makers

## Demographic

Whilst this concept will appeal to all ages as all current generations have lived to see the damaged caused by fast fashion and overconsumption, the main demographic for this project is generation Z. Gimeno & Lara S (2023) believe that gen Z are making sustainable purchasing decisions a priority in comparison to older generations, so by targeting this project towards the younger generation, it suggests that it will be more successful in terms of encouraging and motivating sustainable and slow shopping.



## Spatial Zoning



## Schedule of Accommodation

	<b>Accessories Area</b> Approx 109 sq. m <ul style="list-style-type: none"><li>- Retail and social space</li><li>- Public access</li><li>- Heavy foot traffic</li><li>- Accessed through cafe and clothing area</li><li>- No plumbing required</li></ul>		<b>Clothing Area</b> Approx 208 sq. m <ul style="list-style-type: none"><li>- Retail and social space</li><li>- Public access</li><li>- Heavy foot traffic</li><li>- Accessed through accessories area</li><li>- No plumbing required</li></ul>
	<b>Jewellery Area</b> Approx 120 sq. m <ul style="list-style-type: none"><li>- Retail and social space</li><li>- Public access</li><li>- Heavy foot traffic</li><li>- Accessed through cafe</li><li>- No plumbing required</li></ul>		<b>Recycling Area</b> Approx 13 sq. m <ul style="list-style-type: none"><li>- Public and private access</li><li>- Accessed through accessories area</li><li>- Heavy storage required</li><li>- No plumbing required</li></ul>
	<b>Cafe / Exhibition Space</b> Approx 126 sq. m <ul style="list-style-type: none"><li>- Hospitality and display area</li><li>- Public and private access</li><li>- Heavy foot traffic</li><li>- Accessed through main entrance, accessories area, and jewellery area</li><li>- Plumbing required</li></ul>		<b>Shared Studio / Workshop Space</b> Approx 371 sq. m <ul style="list-style-type: none"><li>- Private studio spaces</li><li>- Private access</li><li>- Plumbing required</li><li>- Shared toilets and kitchen</li><li>- Large amount of storage required</li></ul>
	<b>Toilets</b> Approx 29 sq. m <ul style="list-style-type: none"><li>- Public access</li><li>- Heavy foot traffic</li><li>- Accessed through cafe</li><li>- Plumbing required</li></ul>		<b>Private Studio Apartments</b> Approx 371 sq. m <ul style="list-style-type: none"><li>- Private studio apartments</li><li>- Private access</li><li>- Plumbing required</li></ul>





Recycling Bins in Courtyard



Clothing Retail Area



Jewellery Retail Area

# Proposed Floor Plans

Ground Floor Plan



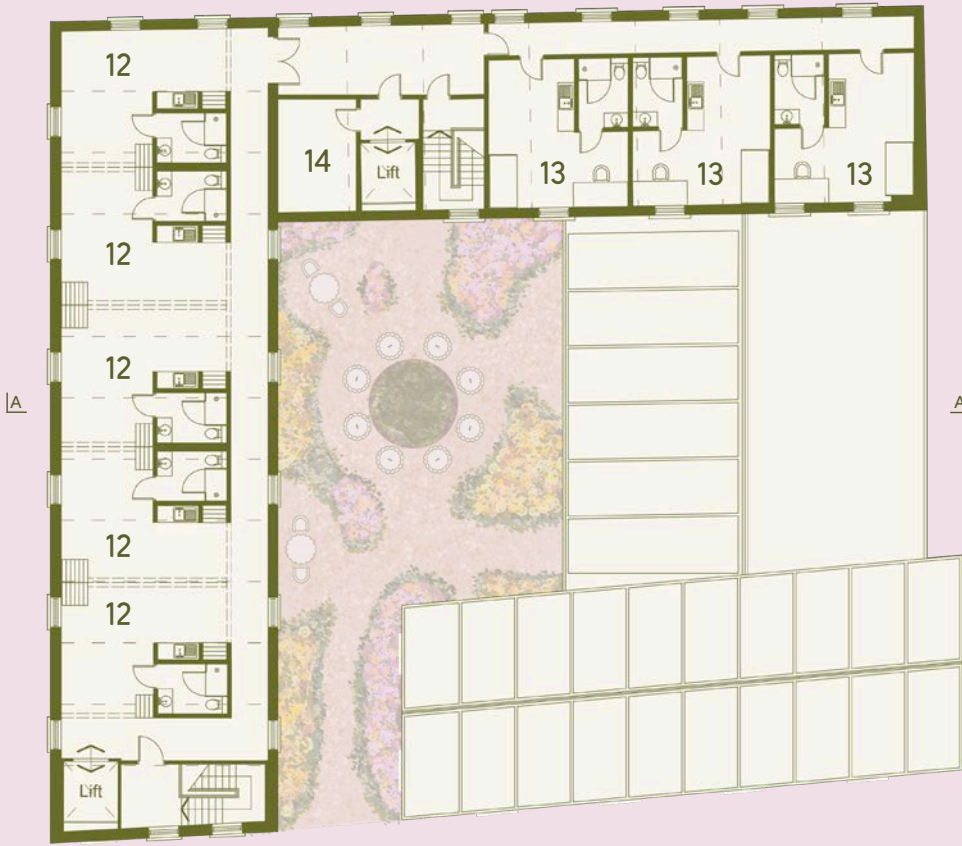
First Floor Plan



Second Floor Plan



Third Floor Plan



# Proposed Section A-A



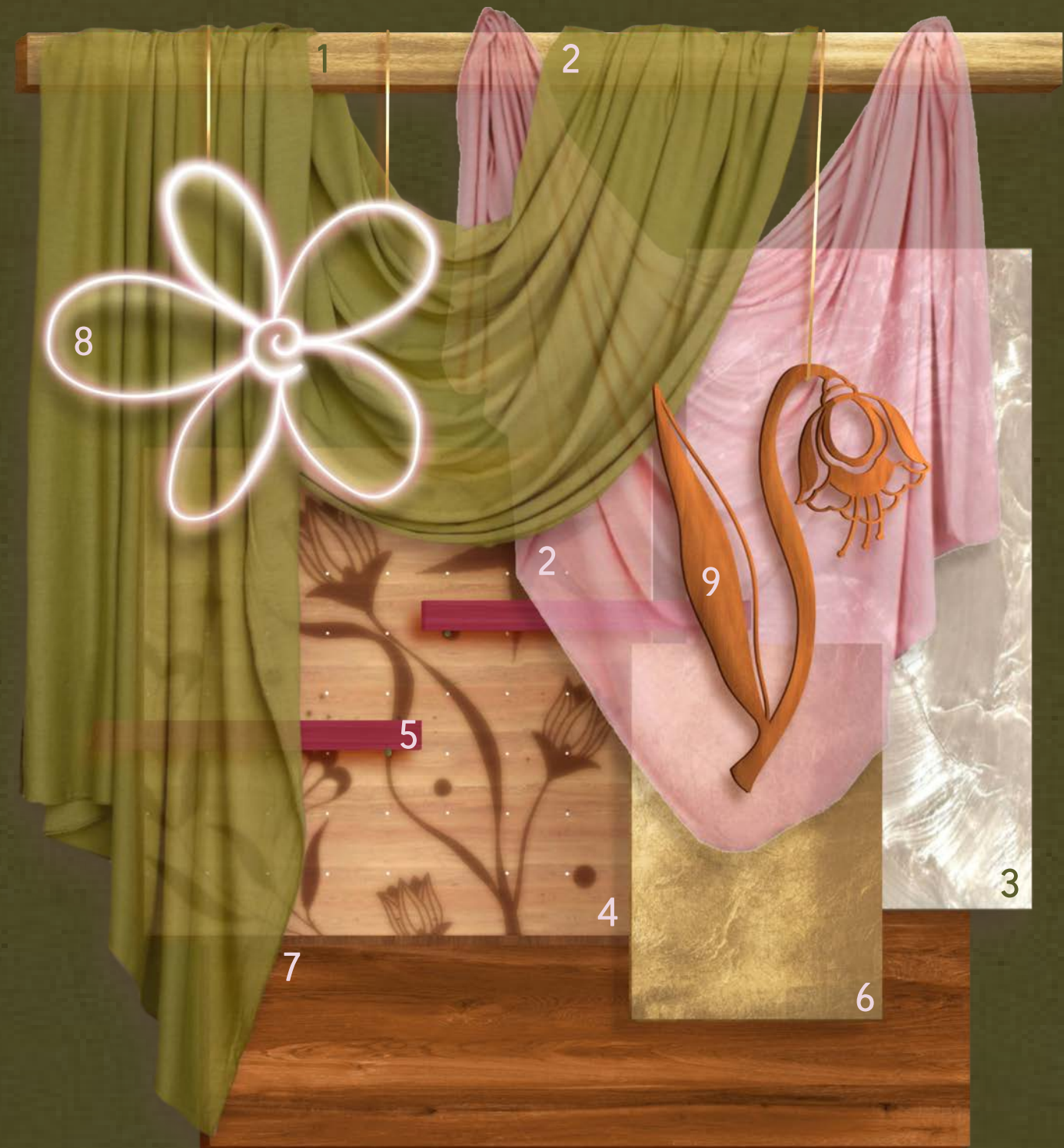
1. Clothing retail area
2. Accessories retail area
3. Jewellery retail area
4. Cafe
5. Reception
6. Recycling bins
7. Display area
8. Clothing department studio spaces
9. Accessories department studio space
10. Jewellery department studio space
11. Kitchenette
12. Rentable studio spaces
13. Building caretakers apartments
14. Storage
15. WC



# Introduction to Materiality

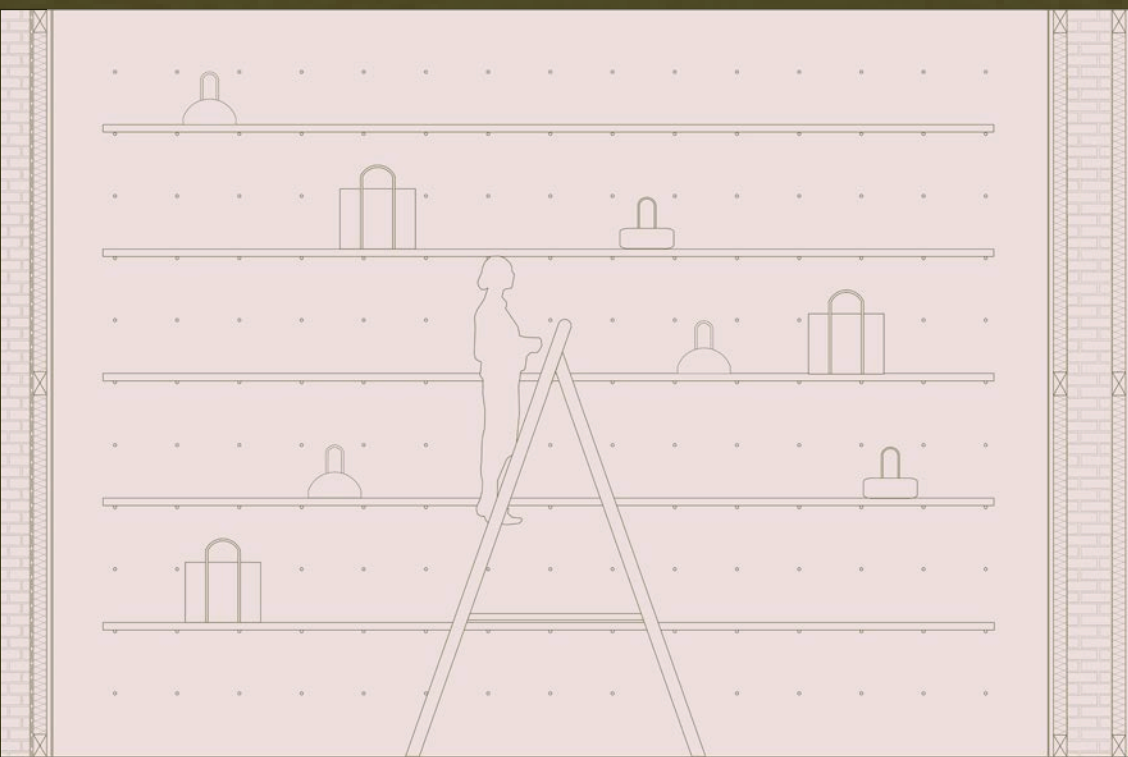
In order to portray a world in which waste and recycled products can be seen and classed as beautiful, it was important that the materiality of this scheme showcased this. All materials used are either reclaimed/ deadstock, or are new materials that have been created from recycled waste. The material choices further push the objectives of 'The Slow Collective', as they act as a physical representation of ways in which waste can be incorporated into everyday life , without compromising on aesthetic purposes, which helps to further motivate users of the space to alter their habits and to start purchasing slow and sustainably.

## Material Board

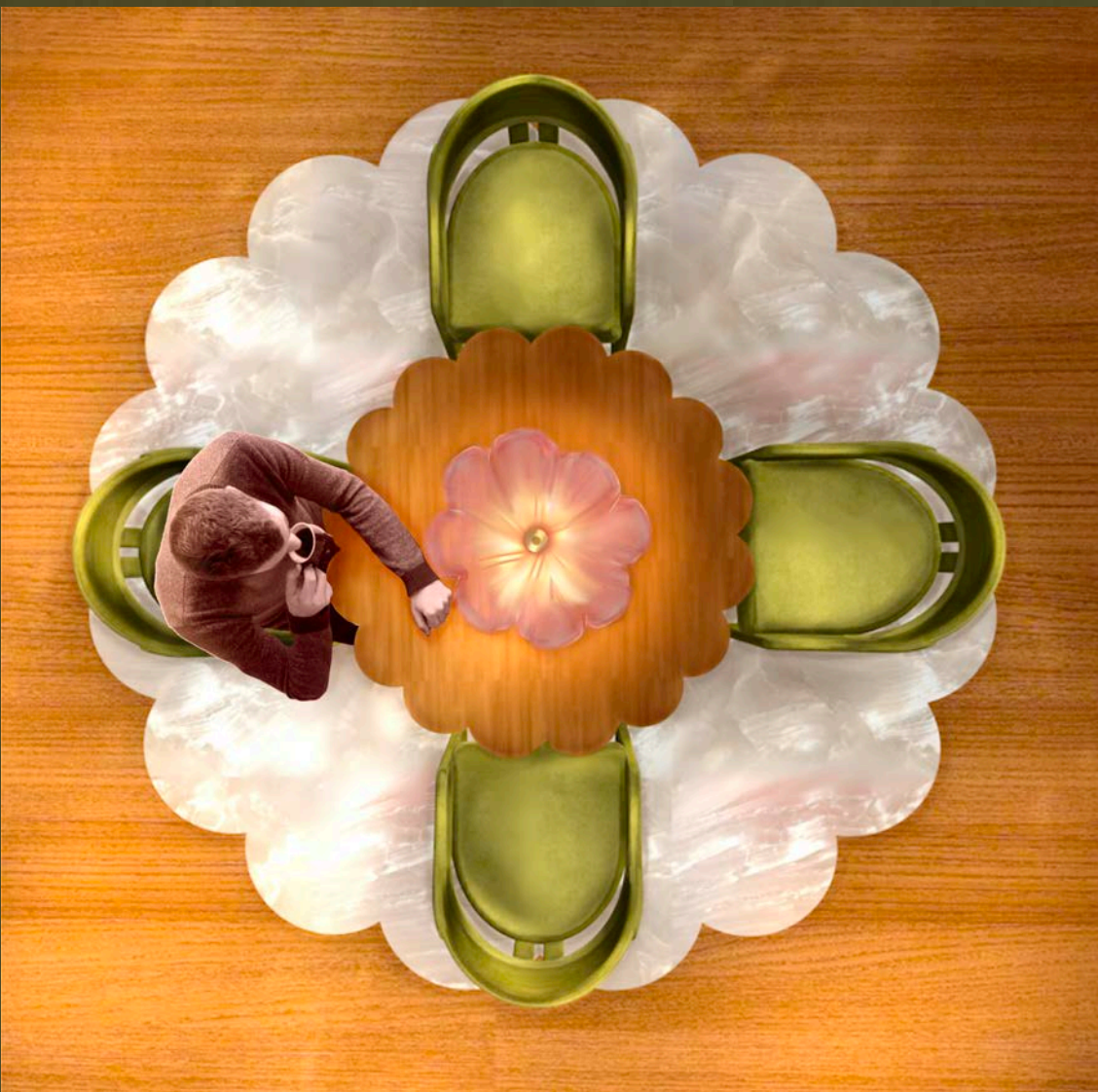


- 1.Reclaimed Recycled Brass
- 2.Deadstock Fabric
- 3.Surface Matter - Plasticiet - Mother of Pearl
- 4.Reclaimed Wooden Panels - Wood Burnt Design
- 5.Auro 560 - Natural Wood Stain - Wine
- 6.Reclaimed Brushed Brass
- 7.Auro 560 - Natural Wood Stain - Umbra
- 8.Bespoke Floral LED Lighting
- 9.Bespoke Floral Sculptures

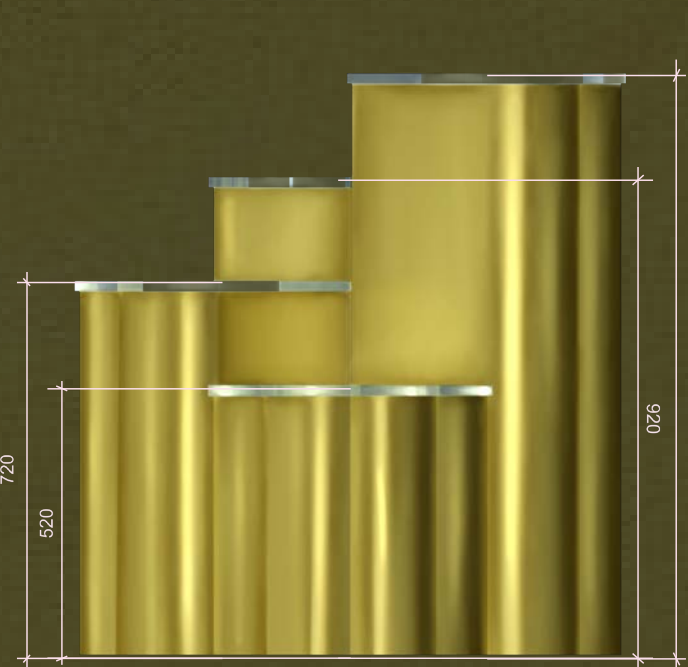
# Elevation and Detail of Pegboard



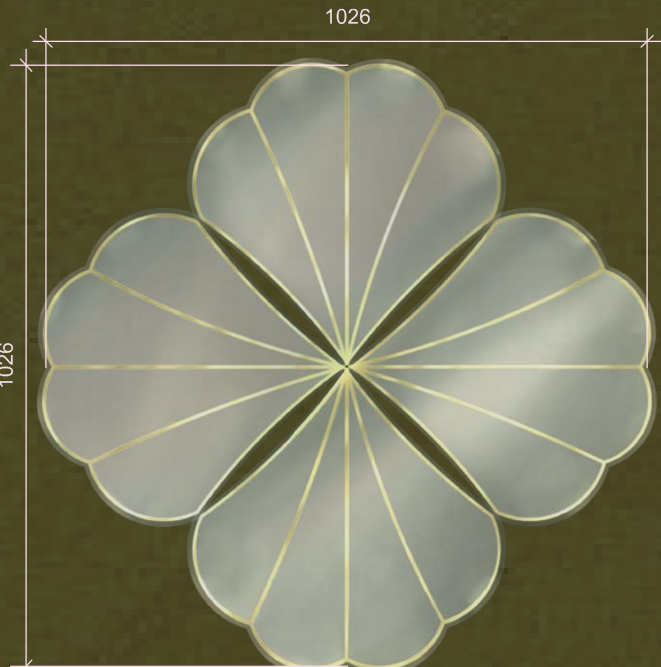
Cafe Table



# Accessories Pegboard Display



Elevation of Pedestal

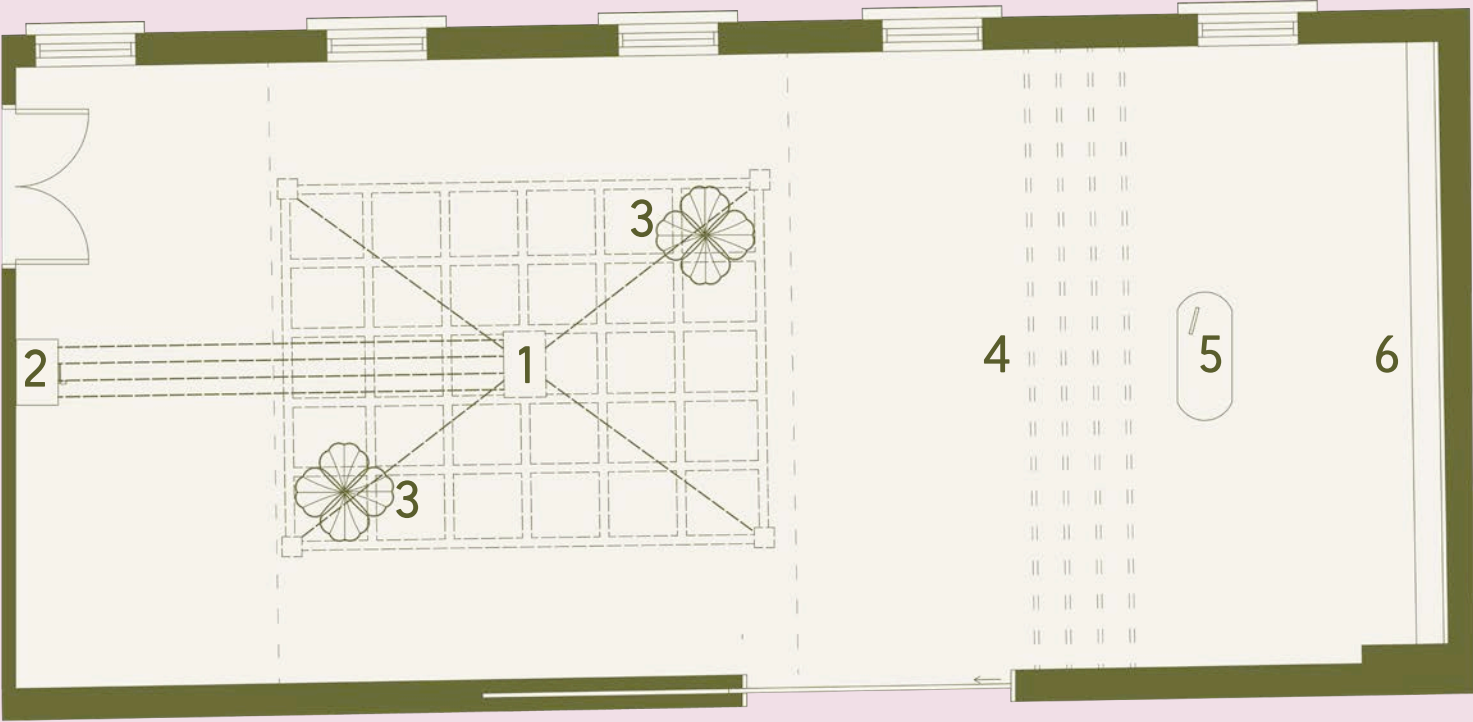


Plan of Pedestal



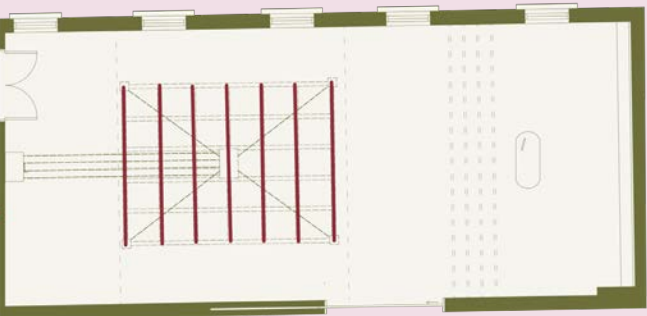
## Proposed Floor Plan of Accessories Area

The use of the ceiling mounted grid system allows for the space to be dynamic and flexible, making way for an array of scenarios to take place in the space. This also extends the life span of the building as the grid allows for the space to be altered without harm coming to the existing building.

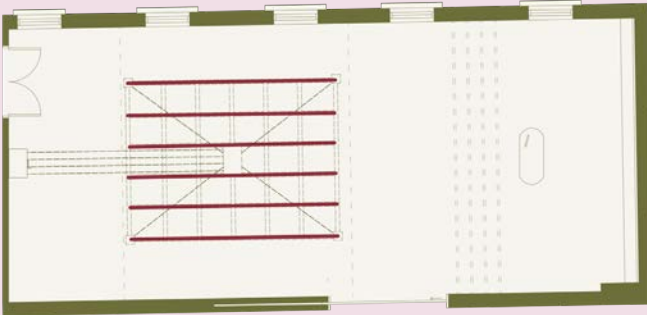


- 1. Ceiling Mounted Grid System
- 2. Hand Operated Wheel to Lower Grid Display System
- 3. Bespoke Display Pedestals
- 4. Curtain Tracks
- 5. Retail Counter
- 6. Pegboard with Adjustable Shelving

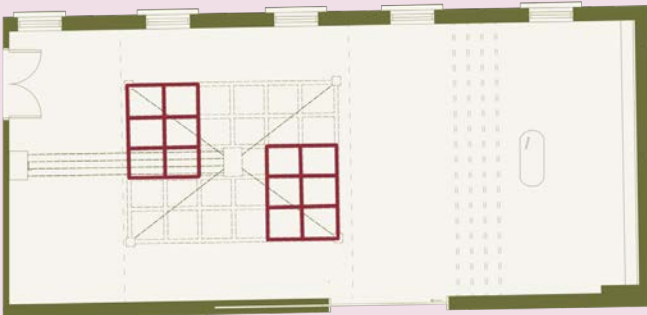
## Proposed Floor Plan Scenarios



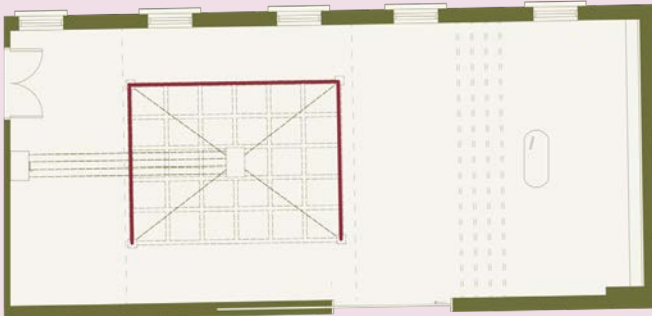
Vertical linear rails



Horizontal linear rails



Additional grid rails



Room within a room

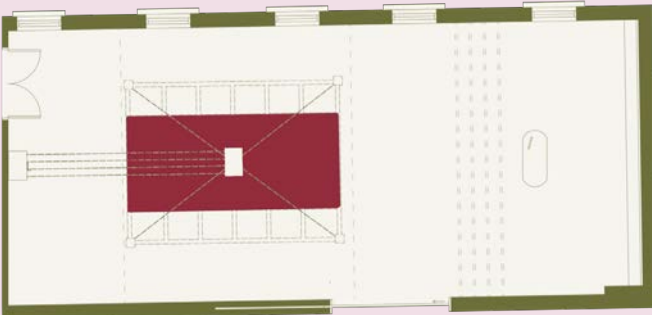
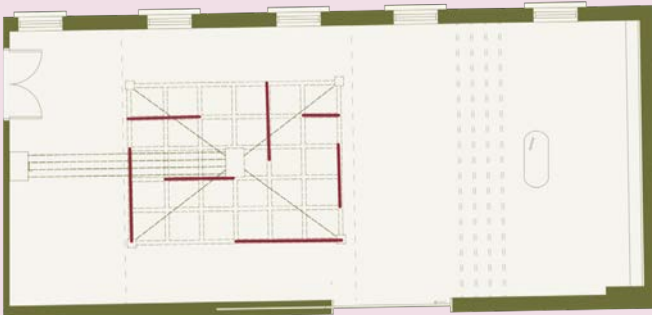
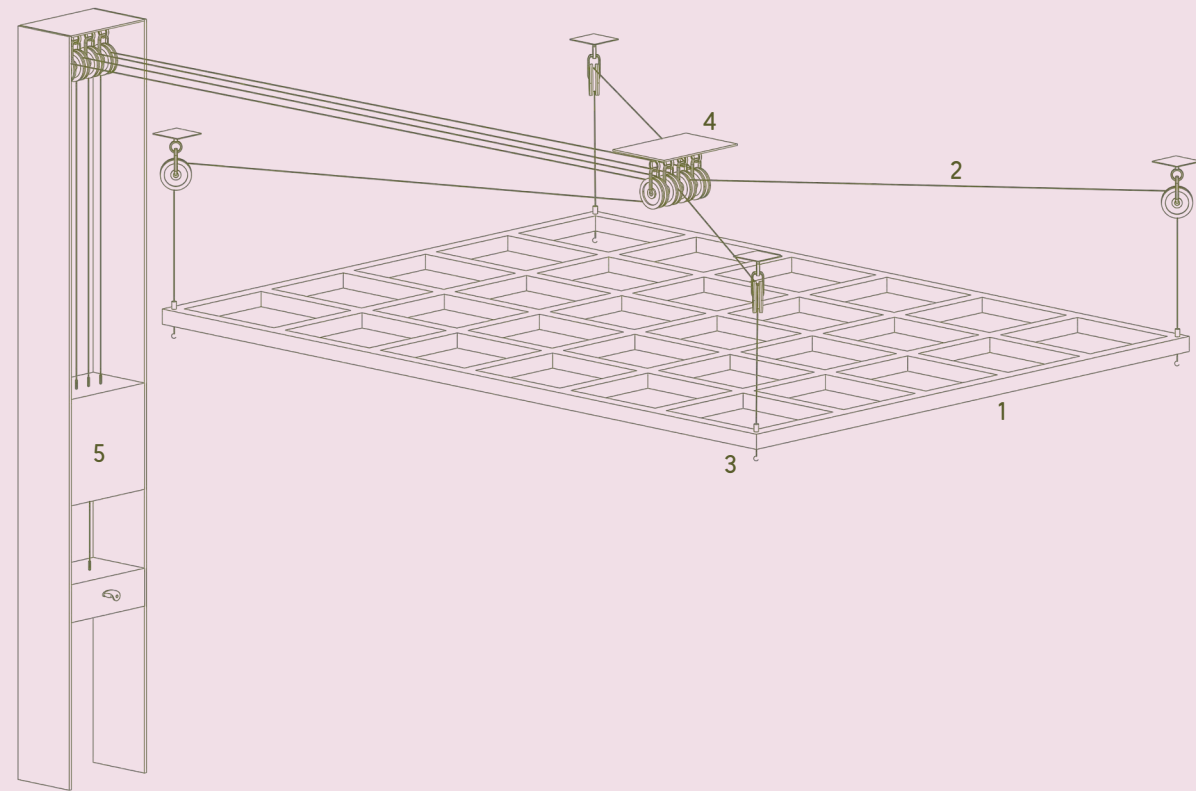


Table top



Combination of additional rails

## Ceiling Mounted Grid System and Accessories Exhibition



Detail of Ceiling Mounted Grid System

- 1. Grid made using recycled scrap brass
- 2. Grid is attached to a pulley system using aircraft cables
- 3. Bungee cables with hooks attached to the underside of each corner
- 4. Attached to the ceiling using a steel plate, four pulley wheels attached to plate with swivelling bolts
- 5. Cables loop over another set of four pulley wheels that join together and are attached to a hand crank