

The Pre-Loved Future

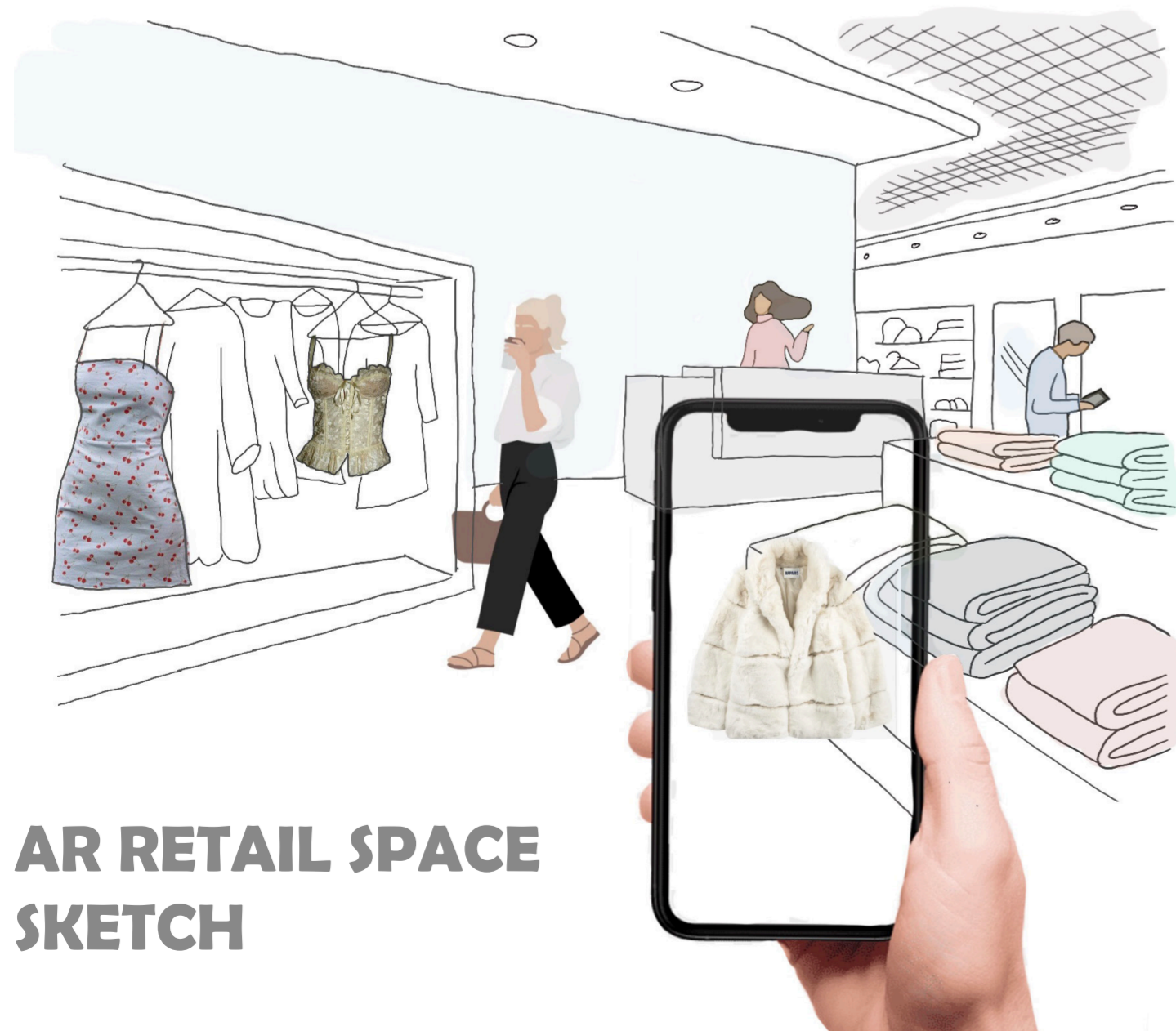
NOTION VINTAGE

This scheme intends to challenge the concept of minimalism and the idea that technological advancements in retail have reduced the necessity for traditional forms of advertising. This project sells second hand and altered clothing and items which have been sourced by local residents through an interactive 'Donation wall'. The primary users targeted in this project are Gen-z and Millennials aged 18-35.

CLIMATE EMERGENCY & SUSTAINABILITY

This project addresses climate change and resource depletion since every item sold in this building is unique and goes against the notion of overconsumption and fast fashion, where the same styles and trends are constantly duplicated, this initiative will also encourage individuality and authenticity among its users. This project also hopes to encourage sustainability as the building replaces physical resources such as paper and materials used for advertising with the use of technologies such as augmented reality and LED light projections.

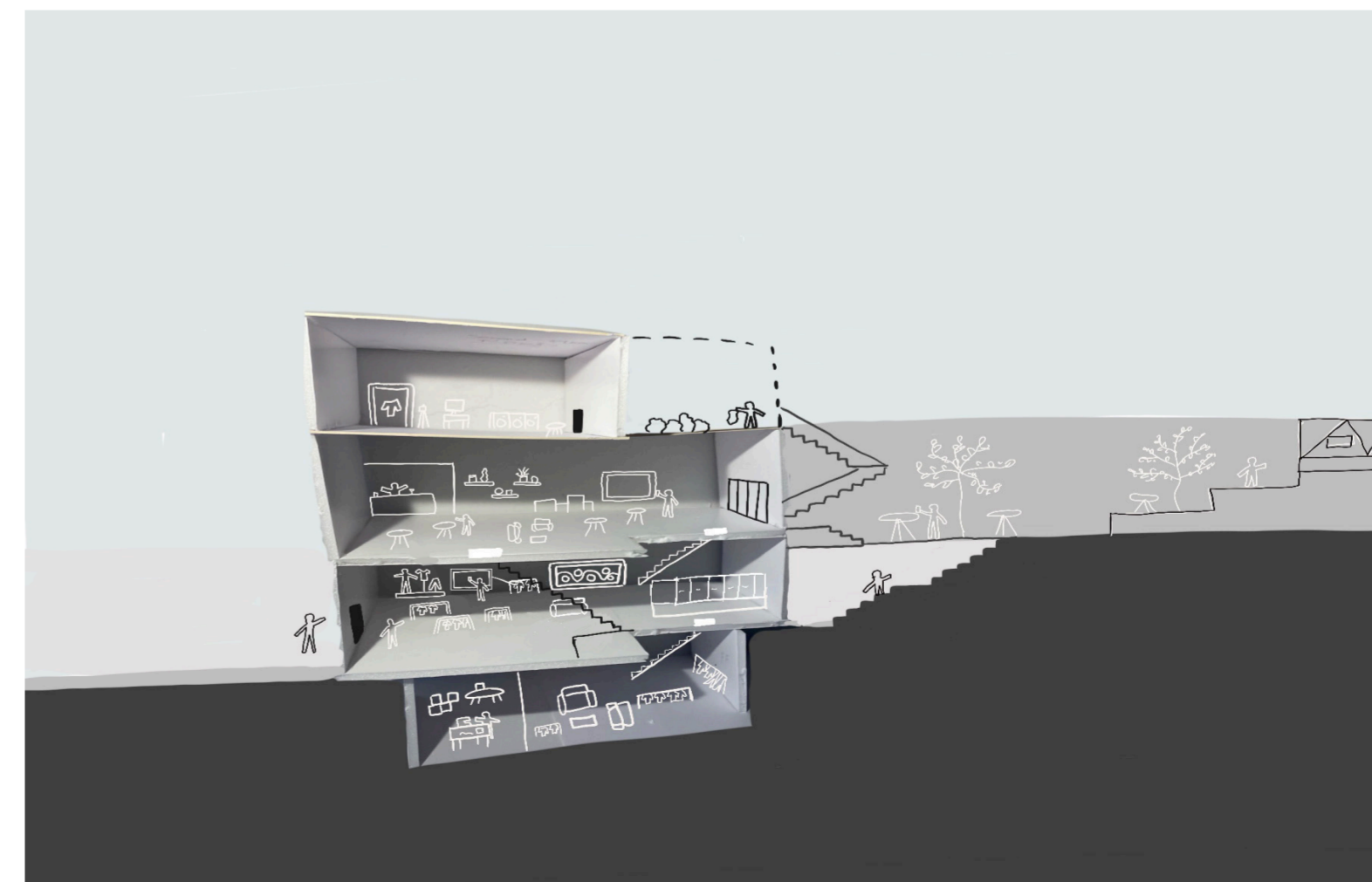
CONTEXT



AR RETAIL SPACE SKETCH



SECTION CONCEPT VISUAL



CONCEPT MODEL VISUAL

Wiktoria
Czajkowska

**SITE: 152-154 COMMERCIAL ROAD,
BOURNEMOUTH, BH2 5LU**

**BUILDING: BRANKSOME ARMS
(BREWHOUSE AND KITCHEN)**

SITE ANALYSIS



CIVIC & LEISURE



- SITE
 - NIGHT LIFE
 - HOSPITALITY
 - GREEN AREAS
 - BUS STOPS
 - CLOTHING STORES
 - RETAIL STORES
-
- SITE
 - CULTURAL & CIVIC
 - RETAIL & LEISURE

APPROACH TO THE BUILDING

I decided to change my building to The Brewhouse & Kitchen (previously called The Branksome Arms) as I believe it is a more suitable choice for my project.

This building is located in the Town Centre of Bournemouth and it near many of Bournemouth's popular areas and landmarks such as Bournemouth beach and pier, shopping centres, student accommodations and restaurants.

The Brewhouse and Kitchen building has a lot of potential in terms of space as it consist of 4 floors, the basement, the ground floor, the first floor and the second floor. This building is suitable for my project as the design will consist of a number of facilities which means that they can be separated within each floor. As this building is currently occupied as a restaurant, it already consists of back of the house (staff) areas and a back entrance which is a crucial part of my project.

SITE & BUILDING



PHOTO OF BRANKSOME ARMS



FIGURE 73 - IN POSSESSION OF AUTHOR

The approach from the left side of the building is followed by the route I took through Commercial Road and Bournemouth Square



FIGURE 74 - IN POSSESSION OF AUTHOR

The buildings that I saw were mainly utilised for retail, leisure and hospitality purposes



FIGURE 75 - IN POSSESSION OF AUTHOR

The approach from the right side of the building is followed by the route I took from Westbourne town

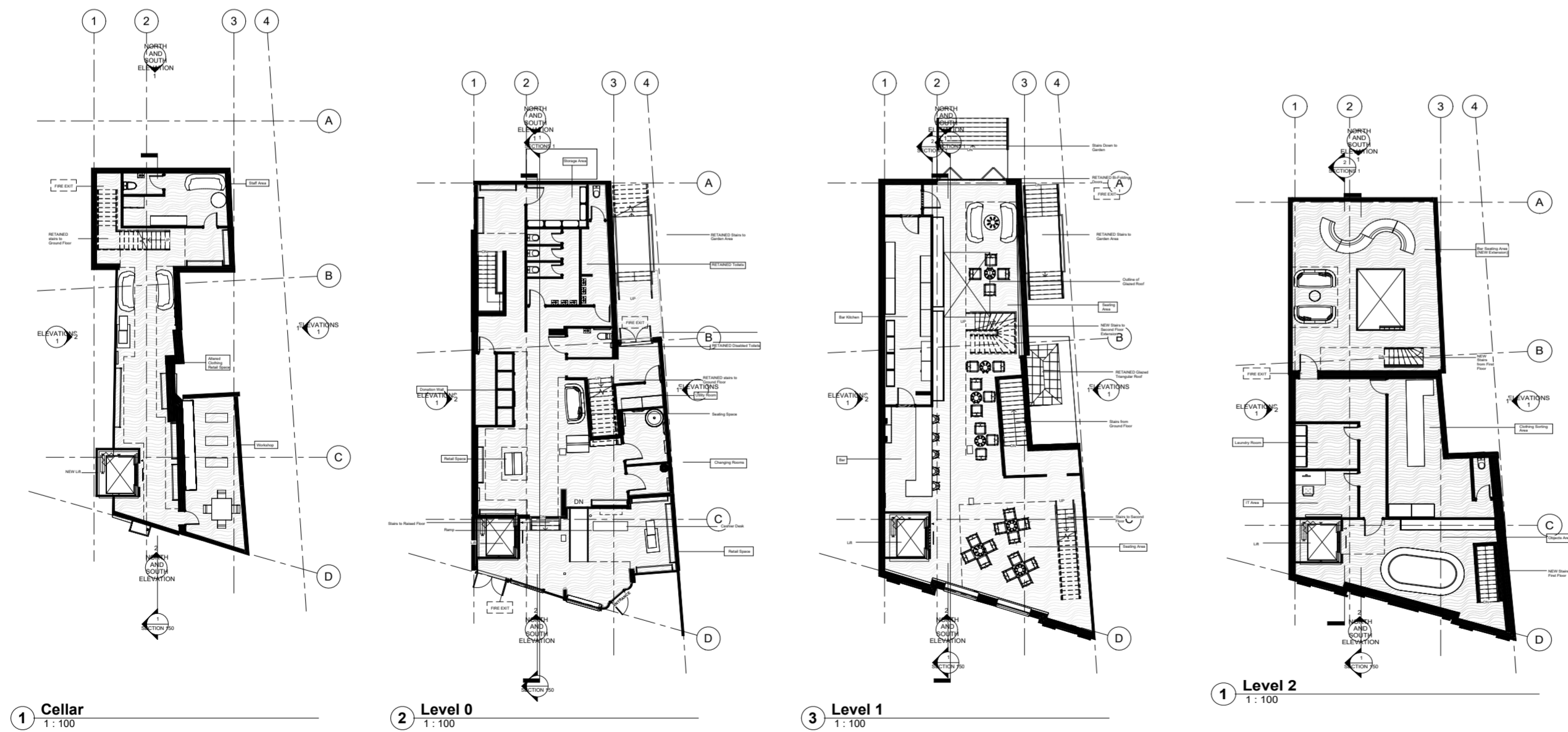
CONCEPT & DESIGN DEVELOPMENT



CONCEPT SKETCH



ALTERED CLOTHING AREA SKETCH

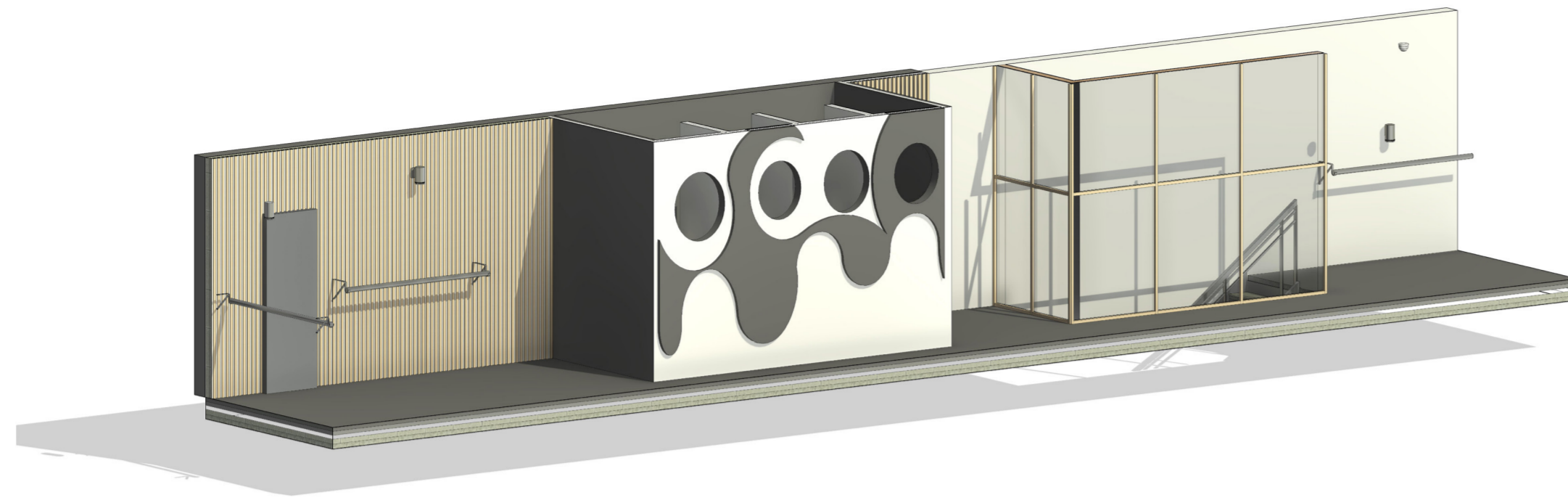


FINAL FLOORPLANS

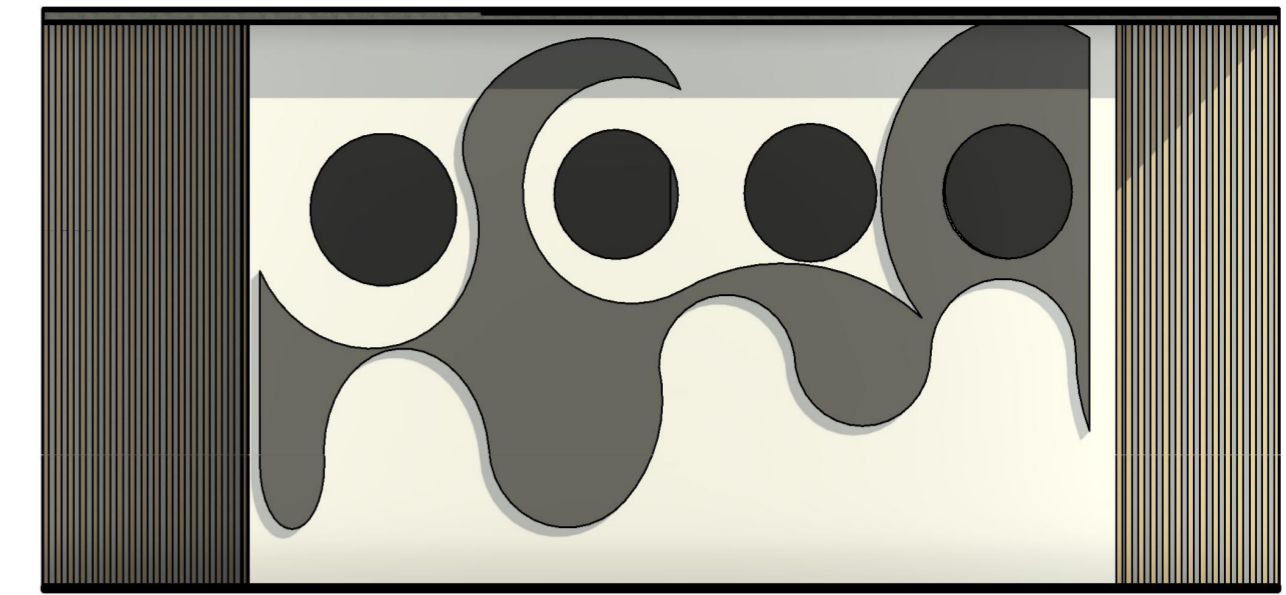


OBJECTS BAR AREA SKETCH

THE DONATION WALL



DONATION WALL 3D VIEW

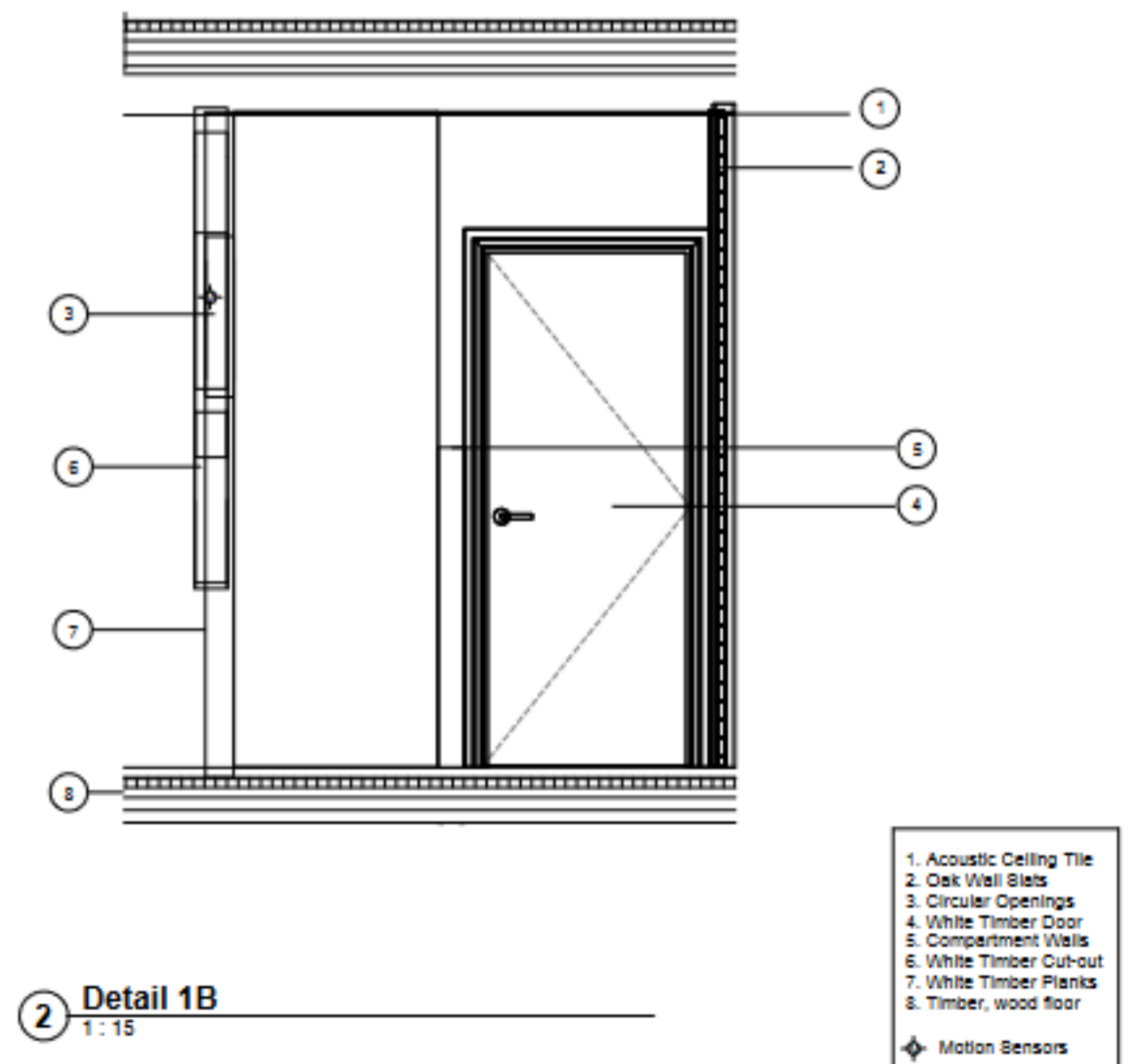
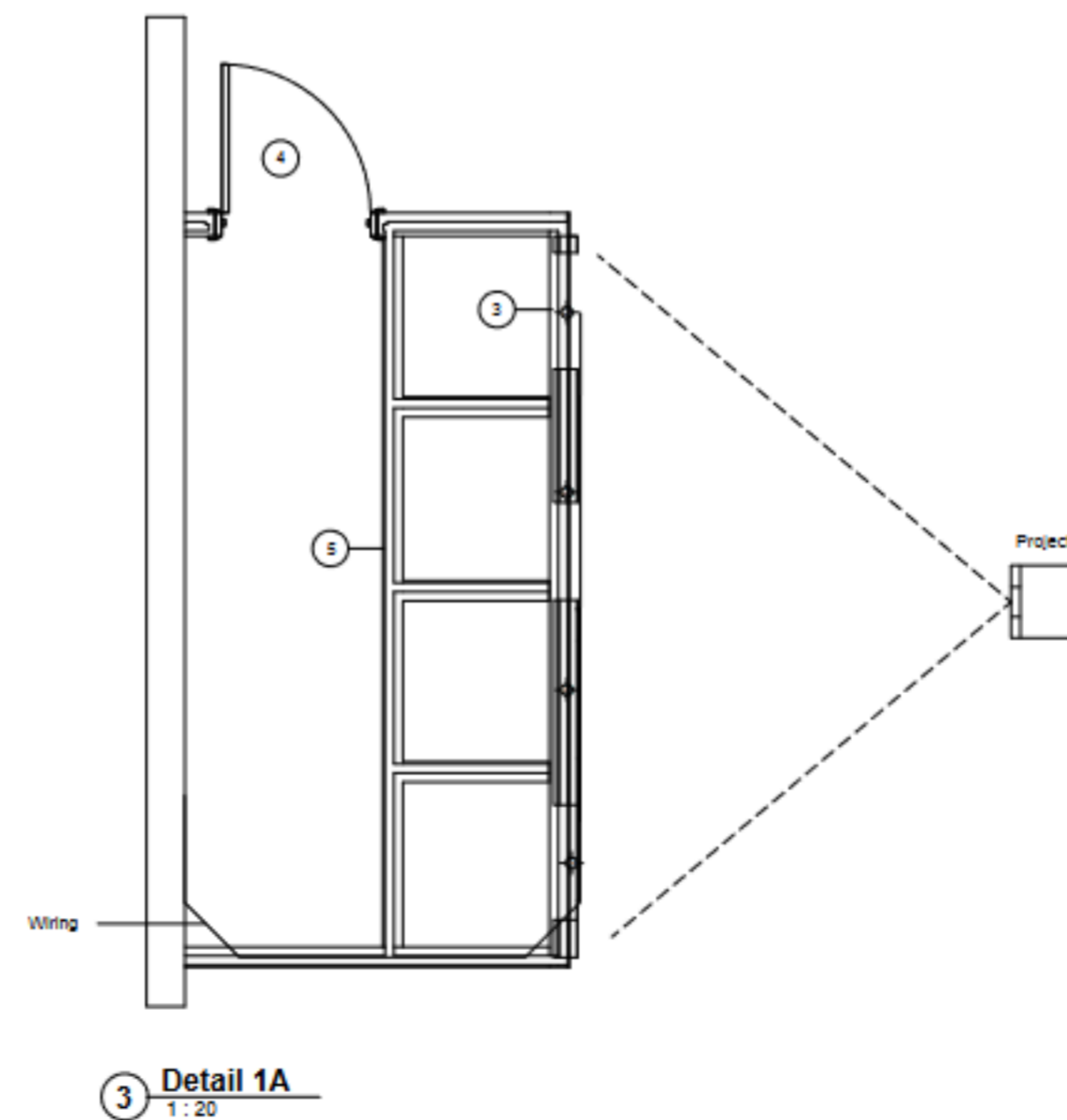
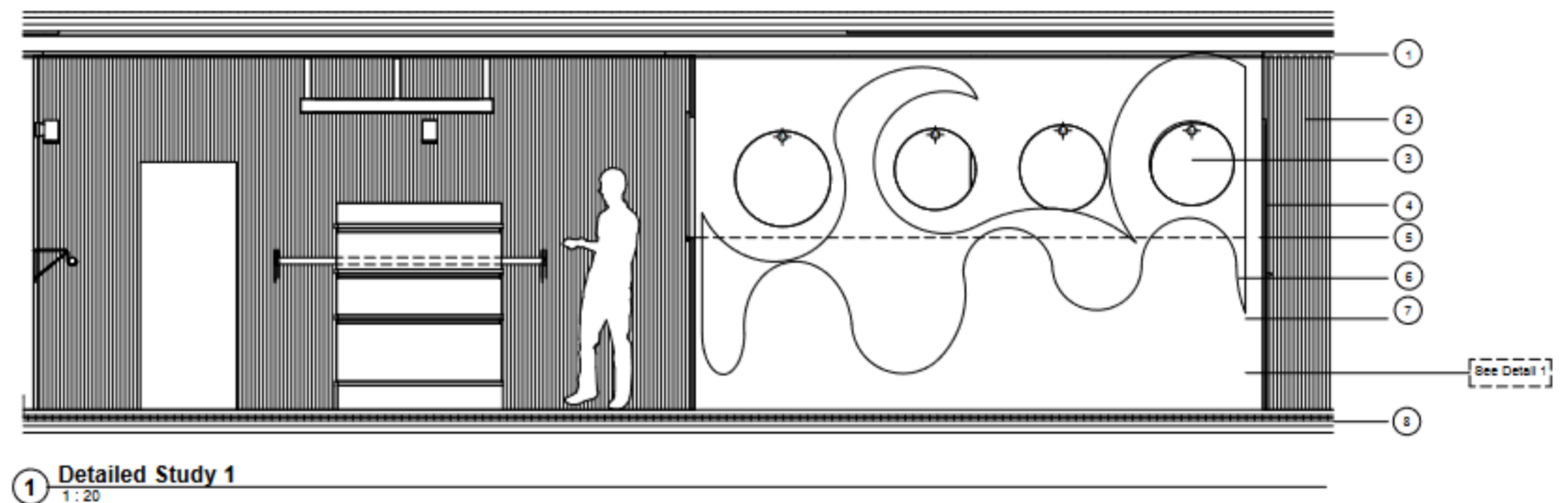


DONATION WALL FRONT VIEW



INITIAL DONATION WALL VISUAL

These preliminary renderings of my donation wall offer an indication of how the facility may appear in the final renderings and visualisations I will produce as I develop my concept. These images highlight the use of technology in this facility and I used twinmotion to add a projection-like lighting onto the donation wall. Additionally, I tried with several lighting setups in the space to see how twin motion would affect them and how the projection light may affect them. Since the design of this facility is relatively simple and the goal is to replace physical design components with technology, I also experimented with the use of colour and colour lighting.



- 1. Acoustic Ceiling Tile
 - 2. Oak Wall Slats
 - 3. Circular Openings
 - 4. White Timber Door
 - 5. Compartment Walls
 - 6. White Timber Cut-out
 - 7. White Timber Planks
 - 8. Timber, wood floor
- ◆ Motion Sensors

FINAL VISUALISATIONS

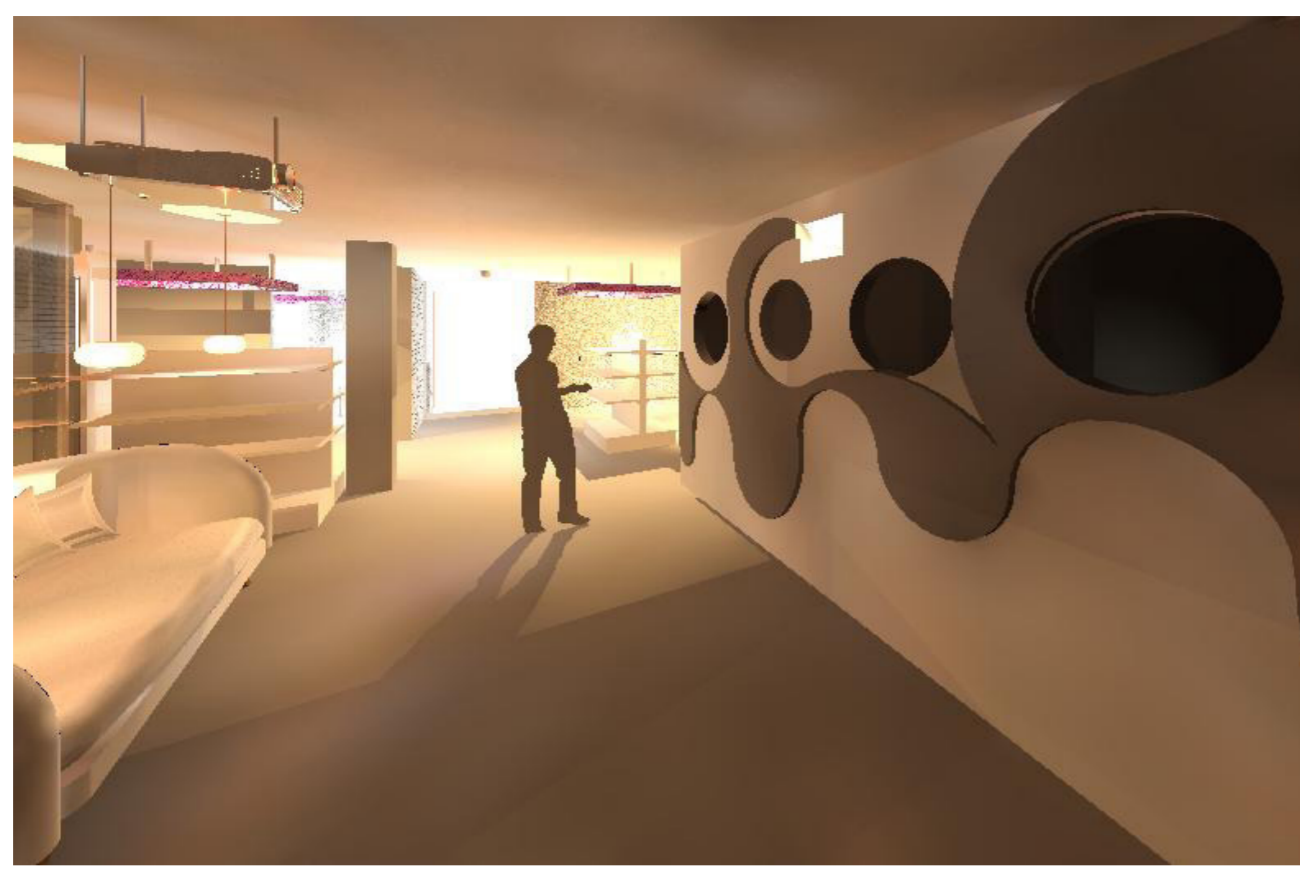
ENTRANCE/CASH DESK



OBJECTS BAR VISUAL



RETAIL AREA VISUAL



FINAL RETAIL SPACE RENDER



INITIAL RETAIL SPACE RENDER

