

RS

Planet SHIFT
By Jenna Washington



Brief

Climate change is becoming an increasingly concerning problem all over the world and therefore sustainability is being pushed into all aspects of life including design. Design has shown in history to have the power to change peoples perspectives on issues and problems around the world and therefore it is now important we designers use this opportunity to encourage sustainable designs.

For this reason the project task is to showcase, in which ever way you choose;

- the importance of creating sustainable luxury
- influencing the development of sustainable luxury to the upper class and other designers
- The design should encourage the user to become more sustainable in all aspects of their life for them to experience luxury in a more sustainable manner



Site - Ladbrooke House, Bordesley St, Birmingham B5 5BL

How Planet Shift Tackles Climate Emergency

Planet Shift tackles the emergency of climate change and sustainability through creating an immersive bar and restaurant experience. The project focuses on highlighting the ways in which the UK will be affected by flooding as a result of climate change. This was chosen as the main focus as it allows the user of the space to relate more to the project and realise the damage they are causing for them, their families and future generations. The aim being that they change their way of living to a more sustainable one and show that sustainability is possible without compromising on luxury. The project took inspiration from my previously written design manifesto which focuses on the power we have as designers to change the world through our designs and influence more sustainable living. Therefore, designers should now be focused on prioritising sustainable designs to change the perception on sustainability.



My final major project initial idea was heavily influenced by my previously written critical study in which focused on sustainable luxury within hospitality, specifically luxury hotels. I created a design manifesto in which i stated "It is seen in history that designers have the power to influence users, company's and countries attitudes towards design trends, problems, and solutions. If we, as luxury designers, put sustainable luxury at the forefront of our design ideology, we have the power to influence the world to not be afraid of sustainability but rather embrace it and its ways, in order to promise a tomorrow for future generations."

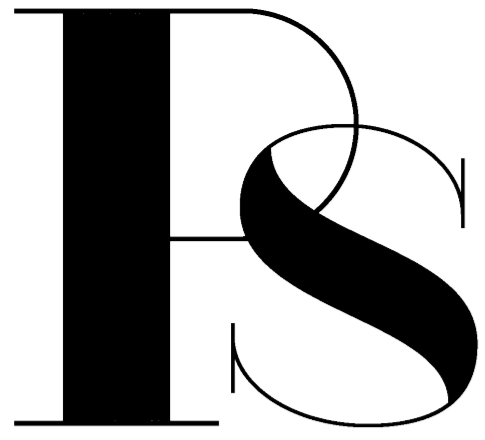
Therefore, in this project i was influenced to focus on sustainable luxury as i created a promise to myself as a designer to start to influence the world to become more sustainable. My design aims to focus on sustainable luxury in a different way than my critical study. Although still looking in the hospitality sector instead i aim to create a luxury bar and restuarant that promotes sustainability through: impactful design showcasing the damage being caused, create a sustainable luxury design or a mixture of the both of these ideas.



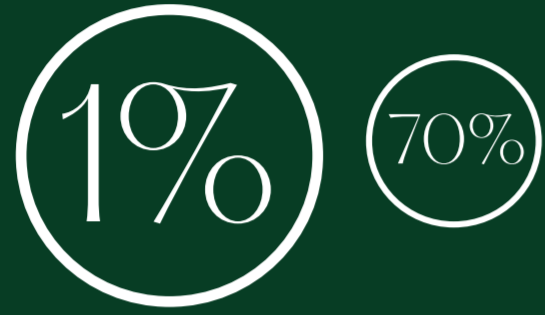
To make the project more relatable to the users of the space and the reasons listed above i will focus on creating a space that reflects the damage flooding will cause to the world as a result of lack of sustainability specifically in terms of luxury experiences.

For this reason i will be using damage effects such as erosion and rust to drive forward the concept as well as flooding itself.

Taken from my ideas my concept will focus on providing a space in which the upper class can be immersed into, influencing them to be more sustainable when living a luxurious life. This will be a mixture of an immersive museum with the function of a bar or restuarant to communicate by the end of the journey that sustainable luxury is possible and it is down to them to change the direction of the world we are heading too.



User Research



The richest 1% of Britons together have more wealth than 70% of Britons.



The worlds wealthiest 1% produce double the combined carbon emissions of the poorest 50%

The wealthiest 5% are known as the “Pollute Elite”

It is clear when it comes to sustainability the top 5% of earners is where the most damage to the world and climate change is caused. Therefore, the design is to target the top 1% earners in the UK changing their unsustainable lives through sustainable luxury, specifically within hospitality.

Rust

Rust is the chemical reaction called iron oxide. Rust forms when alloys are exposed to wet air as when “oxygen and water in air react with the metal” it creates the chemical reaction forming “hydrated oxide”. Therefore is more likely to happen to possessions in wet climates especially around flooding. As water is the primary source off the rustiing process.

Rust is known to be brittle, fragile and weak. This could be something to include into the concept design and to develop further when trying to portray what the world of the future will look like. For example maybe in the design the furniture is rusting or the bar feature is that the surface is flaking of as it would if it was rusting away.



Erosion

Erosion is the “geological process in which earthen materials are worn away and transported by natural forces such as wind or water.”

Water is the main form of cause for erosion on earth. This includes rain, rivers, floods, lakes and the ocean.

There are many factors that can effect the environment impacting the occurance of erosion. However, “climate is perhaps the most influential force impacting the effect of erosion on a landscape.”

Erosion happens at different paces depending on the area, climate and the type of ground/earth material being eroded. “Soft rock like chalk will erode more quickly than hard rocks like granite.”

Erosion is often seen as a natural process by millions around the world. However, human activity can make this natural process occur more quickly. “Global warming, the current period of climate change, is speeding erosion.”

“typhoons can erode kilometers of coastline and coastal habitat.” This could be catestrophic to islands such as the UK as they are completely surrounded by water and could mean that one day they will be completely submerged within it.

“The rise in temperature is also quickly melting glaciers” this having a huge contribution to sea level rising again heavily impacting coastal towns, citys or even complete islands.

Lab-grown Meat

“Lab-grown meat is a genetically engineered product that uses biotechnology”

Lab-grown meat is real meat however it is grown in a lab from animal cells instead. Although lab grown meat seems to be a recent development, lab grown meat first emerged in 2013. Originally the meat costs hundred thousands of pounds to produce however it can now be produced at a much lower cost.

There are also sustainability benefits to using lab grown meat. One being that livestock currently represent “14.5% of all greenhouse gas emissions” which 65% of all livestock is cattle raised for beef and milk supply. As well as this the production of one kilogram of beef required thousands of liters of water and therefore lab grown meat not only reduces gas house emissons going into the environment but also has benefits to land and water usage.

Although many people are still unsure whether lab-grown meat will have a huge impact on the environment as some suggest it is shown that it is currently the more sustainable option whilst environmentalists search for a more impactful method to reduce climate change. This is the reason the Tapas restaurant will advertise the use of lab-grown meat in their recipes with the hope that the customers wont realise the difference untill told and will consider researching into this more and changing where they get their meat from.



BS

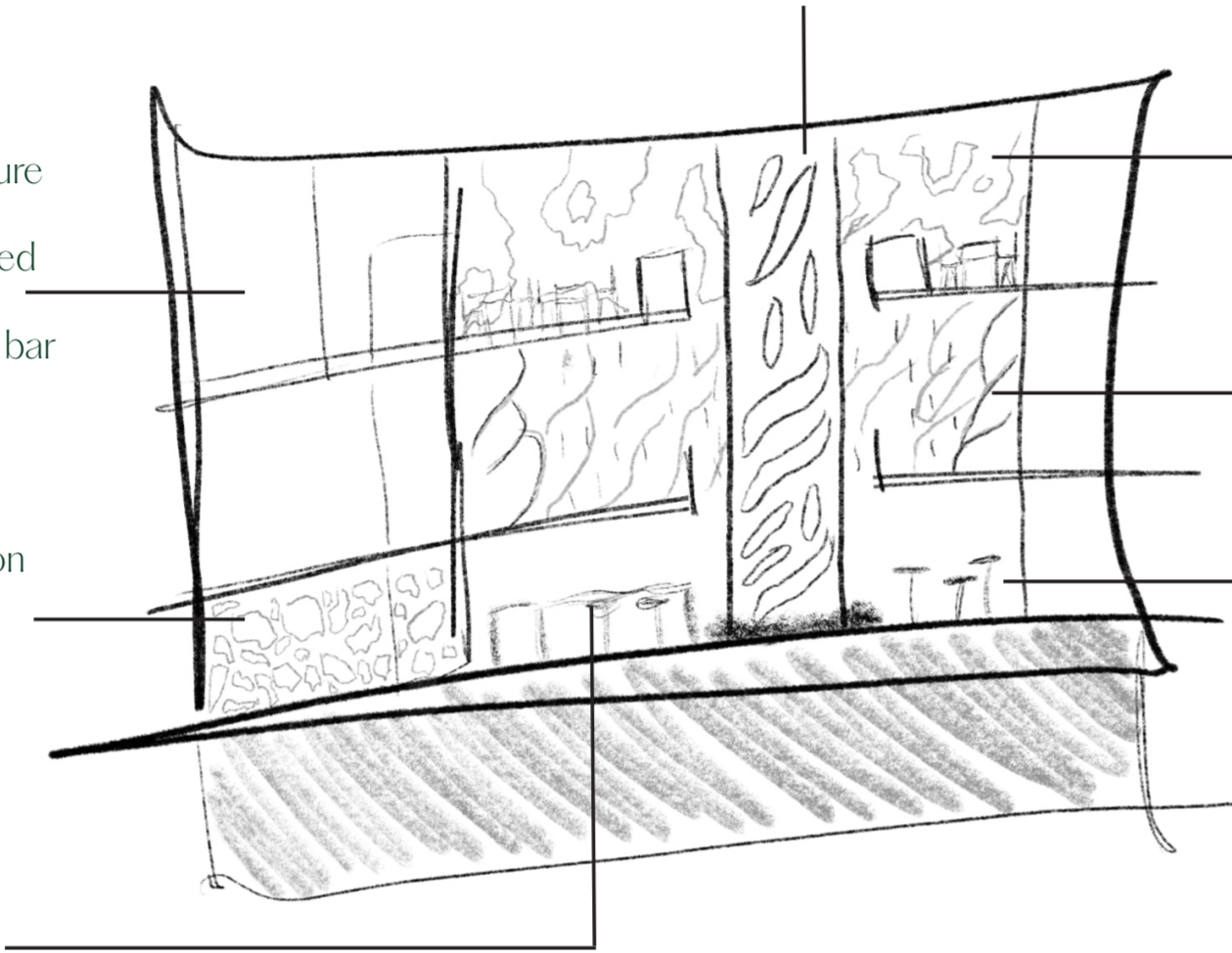
Concept Development

Taking inspiration from Jewel Changi Airport i am going to create a waterfall through the middle of 3 floors where the building currently reflects space for a void. This should hopefully amaze the user when entering the space and then subtly remind them throughout their journey in the building what this experience is all about.

Reflecting the buildings original structure and extension on the left side of the building where the extensions was added on should be used for Back of House (BOH) services and storage to run the bar and restaurant.

The ground floor should have an erosion feature wall which creates a 3d space reflecting the patterns of erosion.

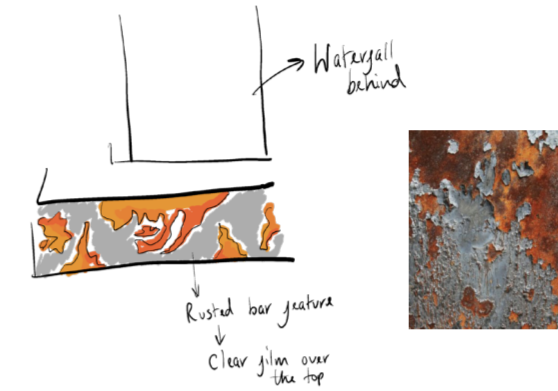
The ground floor should also give subtle hints of the effects off flooding. This could be through use off ceiling features or pattern designs.



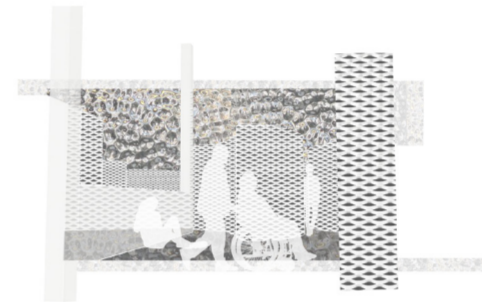
On the second floor there shall be a rusted material feature somewhere within the design to reflect the effect water damage can cause on possessions and belongings.

The first floor should focus on the feature of an immersive space, taking inspiration from Richard Serra and his distortion structures and erosion the effect of flooding.

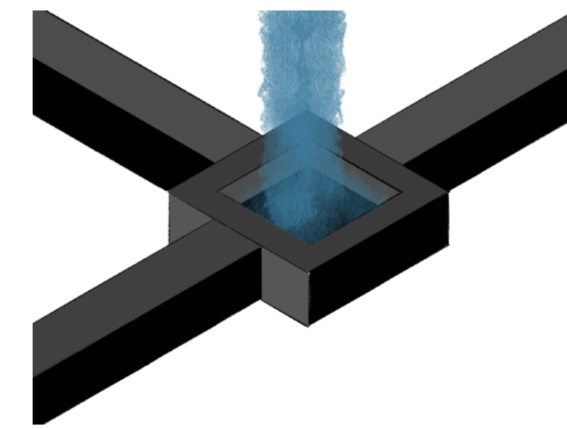
The ground floor should focus on intising the top 1% of the UK into the space, giving an essence of grand luxury this can be shown through materiality and the use off the waterfall running through the middle, as this offers something other luxury restuarants do not.



On the top floor i hope to reuse old rusted material to create an impactful and luxury look to the bar which shows users you can reuse materials that would to anyone else be seen as scrap. This hopefully shows an initial idea of how that would look.

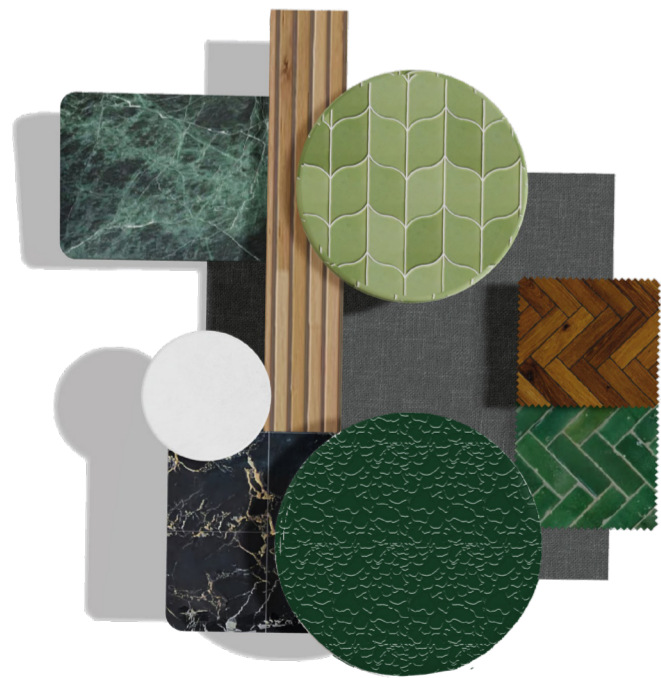


On the first floor i aim to use aluminium sheets with holes in them to reflect the erosion concept and create an immersive space for the user. This floor will submerge the user into a Rain room in which the user will experience heavy rainfall as they will in the future however, sensors used will allow the user to stay dry during the experience.



On the ground floor a raised flooring would be used to catch the inital downfall of water from the waterfall and then once the customer has had a drink the water would then begin to overflow "flooding" the ground floor. The raised flooring continues all over the ground floor so that its less obvious what is about to happen and instead just highlights the key circulation routes for people to use.

Materiality



This just shows a few key materials used throughout the space however, most materials were chosen as a more sustainable option within all floors of the space but especially on the second floor. This was to show the users that sustainable luxury is achievable without compromising on luxury.



Aluminium
Aluminium takes less energy to make and transport due to it being lightweight. Therefore this metal is much more environmentally friendly than other metals. Not only this but aluminium can be recycled countless times without losing its properties and therefore creates very little waste.

Recycling aluminium uses up to "95%" less energy than producing aluminium from new raw materials. Further encouraging people to reuse old aluminium than brand new.



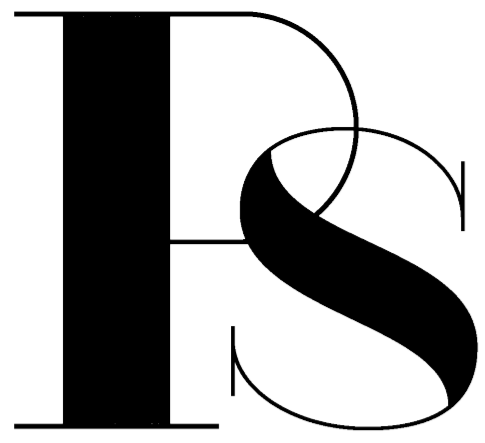
Reused Rust
Reusing old materials is supposably the most sustainable method of getting rid of old materials. This is because it prevents pollution normally created from buring waste material, landfill and needing to harvest new raw materials.

Therefore the top floor feature focuses on reusing old rusted material with a protective film over the top. This shows the users how something that seems as waste to one person can be turned into something beautiful and luxurious in another form.

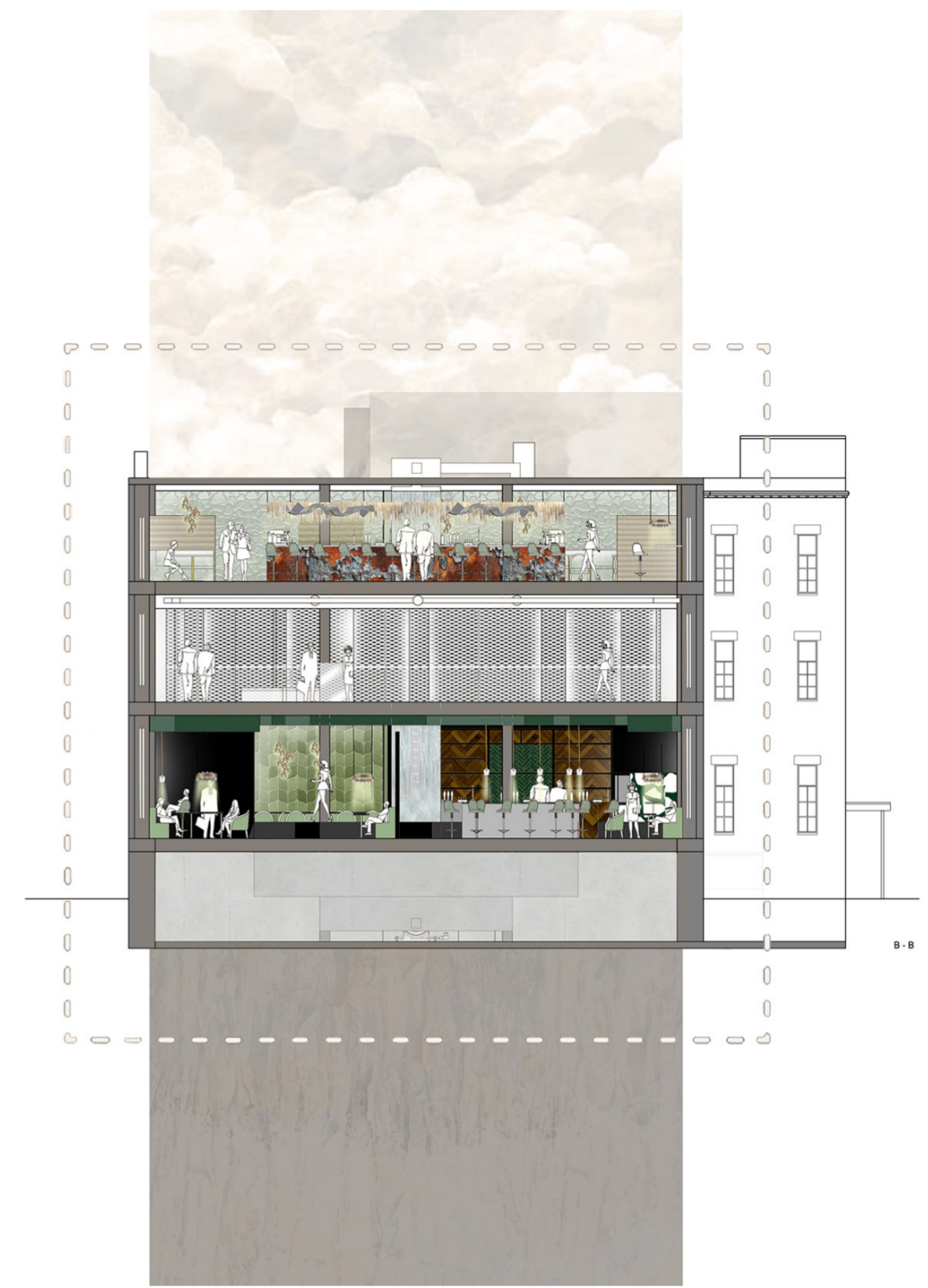


White Concrete
Concrete is one of the most natural materials taken straight from nature with a very environmental manufacturing process as it uses minimal energy. As well as this the material is very durable and therefore is used on all 3 floors as flooring material especially in the BOH services.

Not only this but this material when polished looks very high quality and luxurious. The material also can't burn or rot meaning it can be used in a restaurant for a longer period of time.

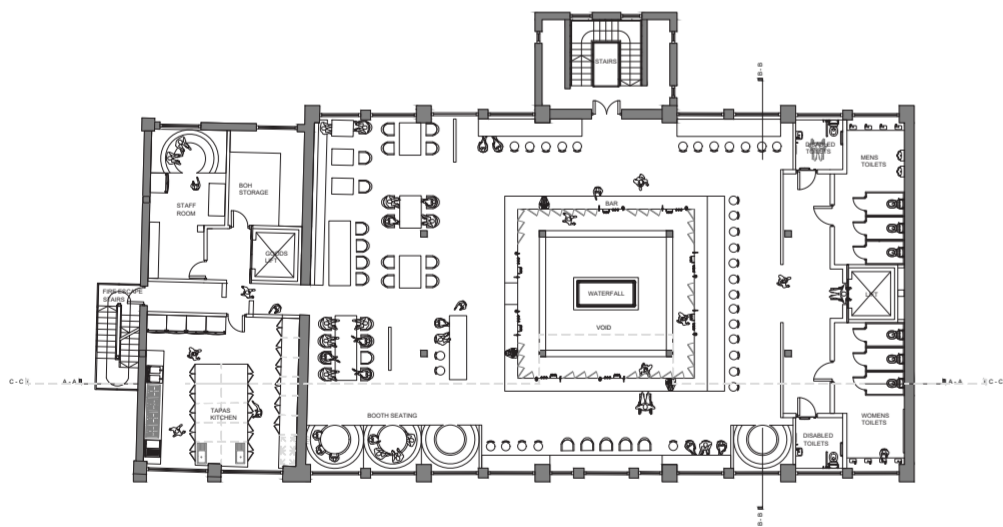


Section A - A



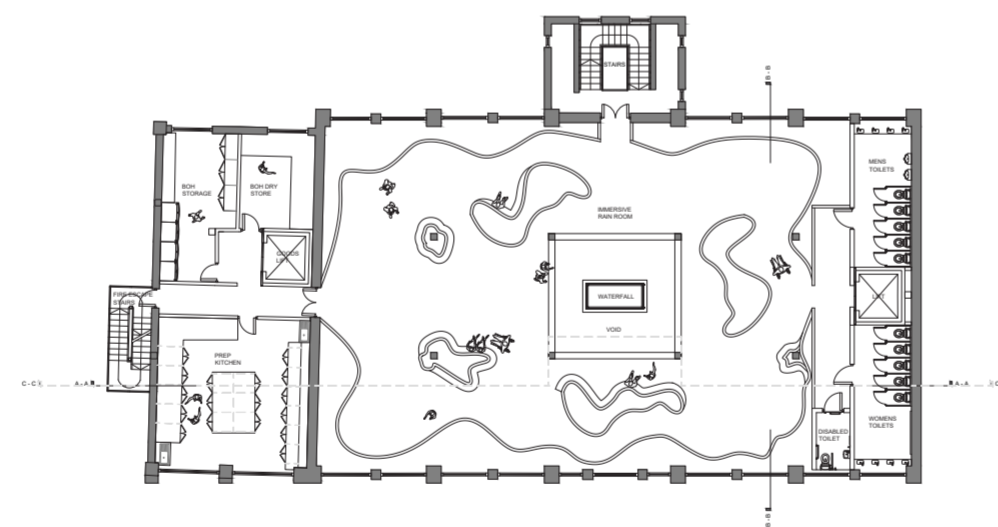
Section B - B

The Final Design



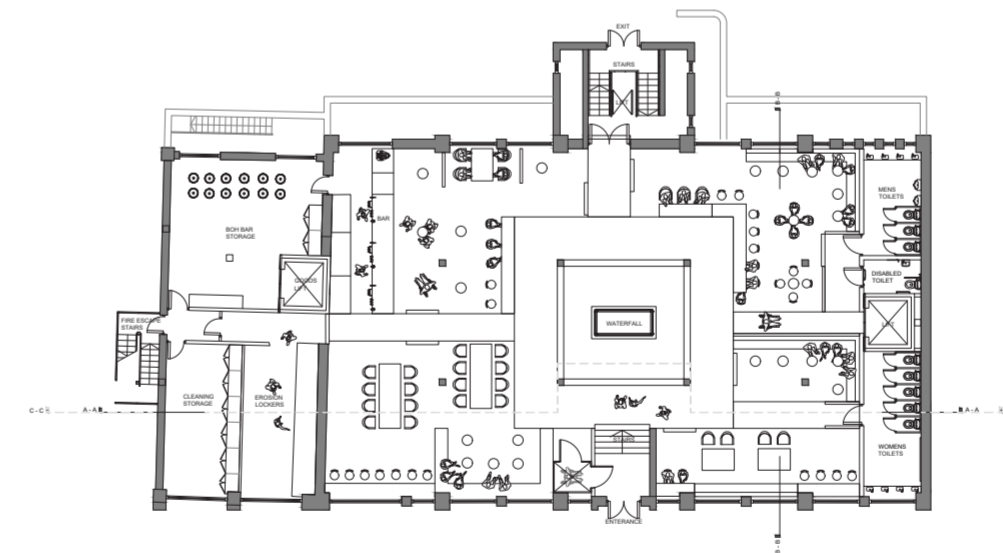
Second Floor

The aim of this floor is to amaze the user by the luxury feature rusted bar and waterfall and begin to see that they can experience sustainable luxury without having to compromise on the luxury experience. Not only this but the second floor Tapas restaurant gives the user chance to reflect on their feelings they have experienced on the immersive journey and how they can achieve a more sustainable but luxury lifestyle.



First Floor

This floor focuses on creating an immersive space in which the user can experience a "rain room". The aim of this floor is to submerge the user into the immersive experience which represents the damage being caused by flooding.



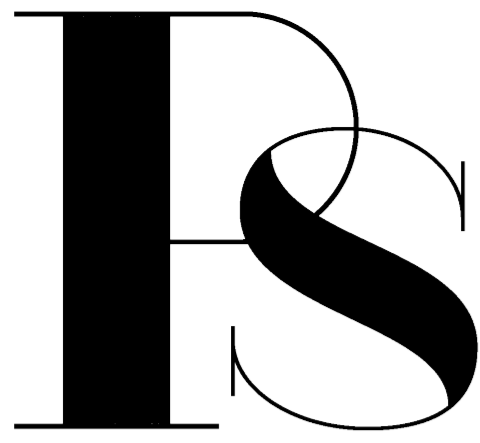
Ground Floor

The aim of this floor is to entice the user which is created through the grand waterfall, bar and unusual flooring and ceiling. This floor has an imposing ceiling feature which reflects the patterns of rust and creates different ceiling heights in the space. As well as the use of a raised flooring which reflects the circulation pattern within the space and makes the flooding feature of the waterfall more effective.

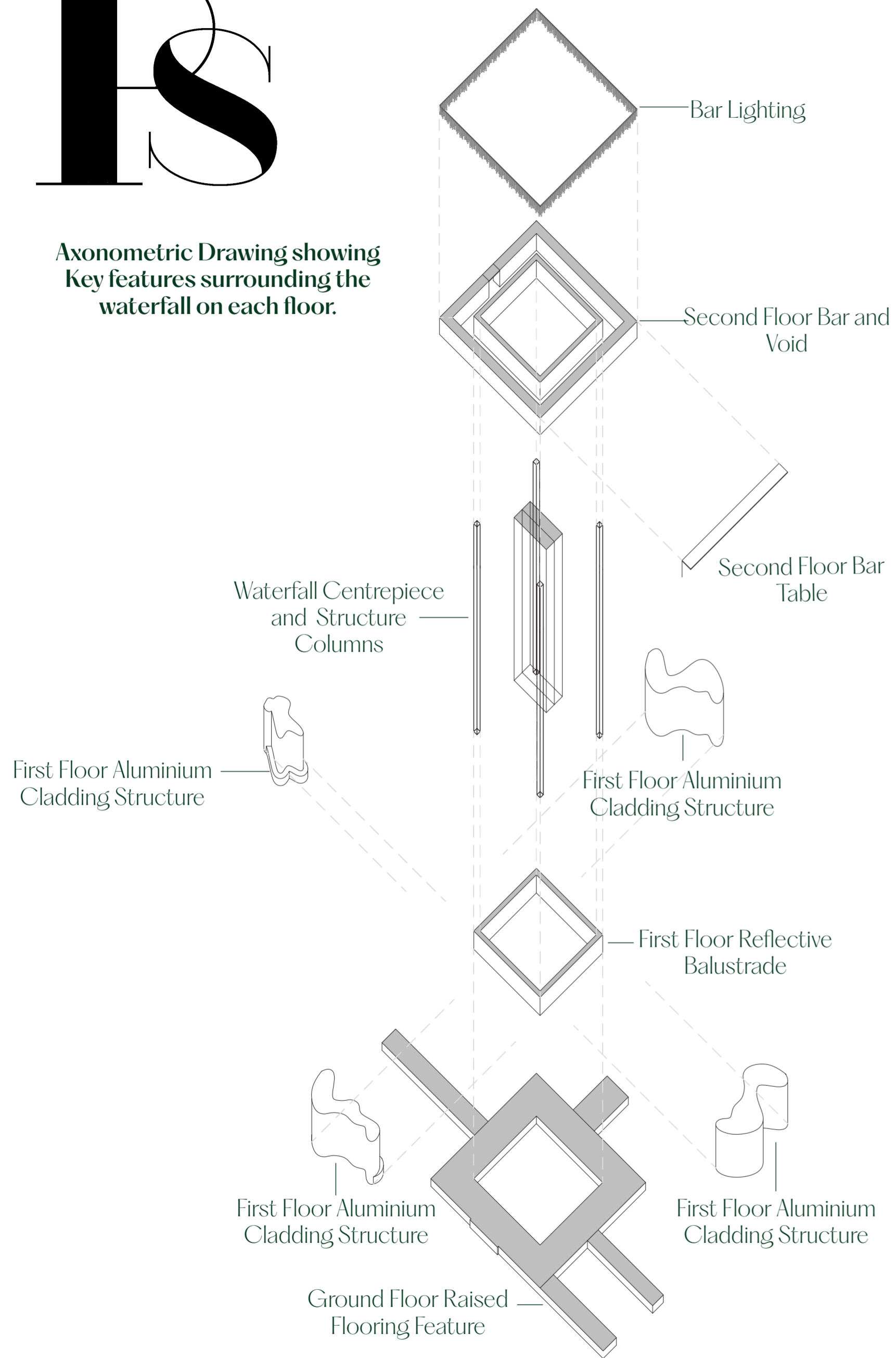


To make the journey run more smoothly there will be a staff member who plays a "character" in which guides the user through the space at the right times. The character's job is to guide the user through the experience at various points. For example once the ground floor begins to "flood" and the customers begin to get confused or panicked about the situation the staff character should then re-enter to calm the customer and guide them further into the experience upstairs to the first floor.

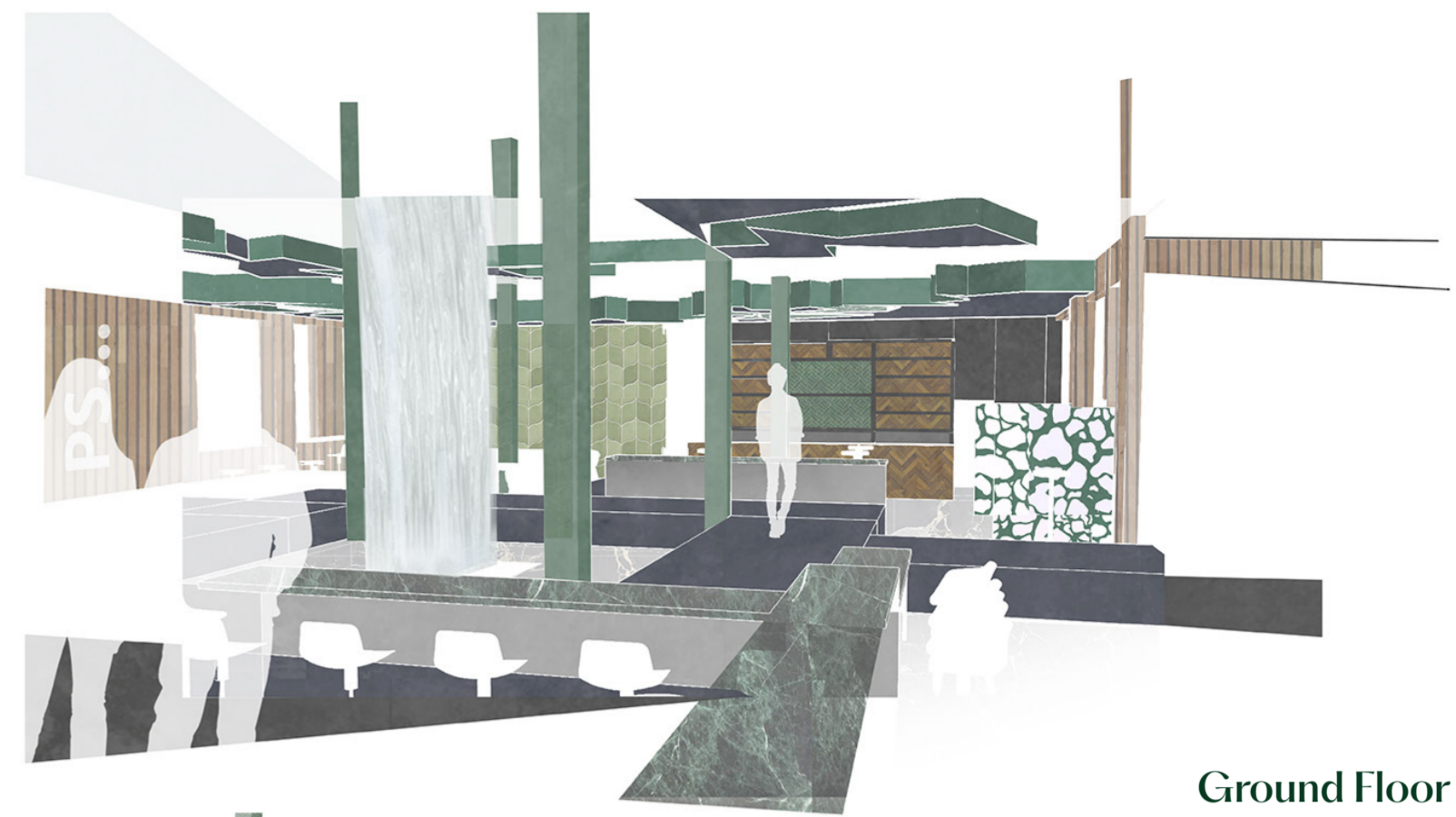
Once the user reaches the Second floor they enter the tapas restaurant the character will begin to give a small explanation of why the user just went on that journey and how they should take this time to admire the sustainable luxury restaurant they are in and reflect on how they themselves can start to experience more luxury lives that are also sustainable without any compromise on their luxury.



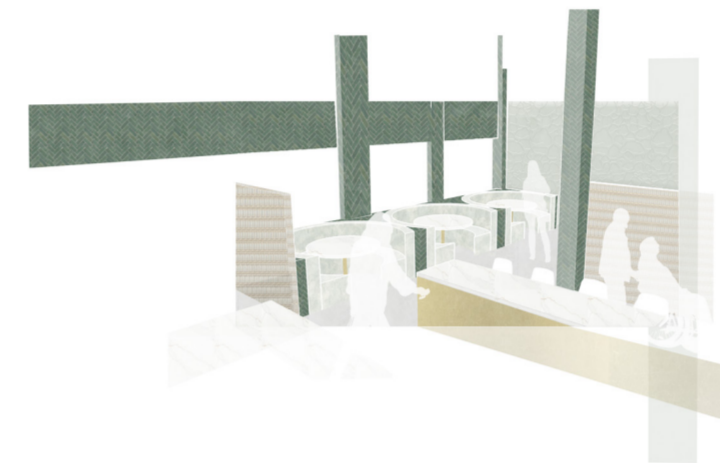
Axonometric Drawing showing Key features surrounding the waterfall on each floor.



Throughout the middle of the building is the feature waterfall which can be seen on all three floors in each user experience. The waterfall creates a focal point for the design on each, for example the Second floor bar surrounds the waterfall making the bar more luxurious. The waterfall is a constant reminder to the user of the deeper meaning of the experience, which is flooding and the effects of climate change.



Ground Floor Visual



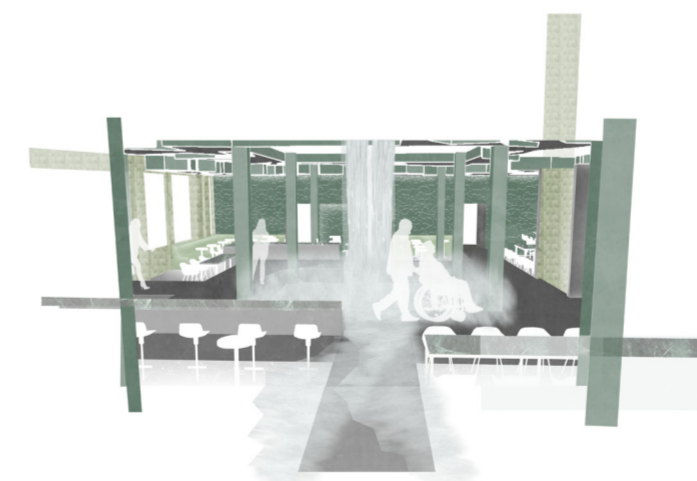
Second Floor Visual

The Tapas restaurant uses sustainable materials as a way to showcase to the user that they can experience sustainable luxury without having to compromise on luxury itself.



First Floor Visual

The aluminium cladded walls reflect the concept of erosion through the holes in the aluminium which submerges the user into a distorted space. The user is also immersed into the space by the rain coming from the ceiling and the waterfall in the centre of the building.



Ground Floor Visual

The ground floor focuses on a luxury bar service in which as the customer spends time in slowly begins to flood to focus on the effects they are creating to climate change and how the UK will begin to flood if things do not change.

Aim of the Experience

The aim of the experience is if the wealthy can see that luxury is achievable in a sustainable way they will start to introduce this more frequently in their lives. As the rich hold more power to change the world and how we the UK view sustainability, they can introduce more durastic sustainability measures to their companys and higher power people such as politicians and enforce a greater change. They can also start to invest in ways to create more sustainable products and materials which once experiencing PS (Planet Shift) they will want to do all of the above.

This shows they are not only looking out for the world today but also the future world and the families that will live in it. They will realise their wealth can have the biggest changing impact on the world for the better and before we know it we will start to see more durastic changes.