



ENTRY

**IMMERSIVE, EXPERIENTIAL PROJECT THAT BLENDS FASHION, ART, AND CULTURE IN THE HOPES TO ESTABLISH A NEW MODEL FOR RETAIL DESIGN.**

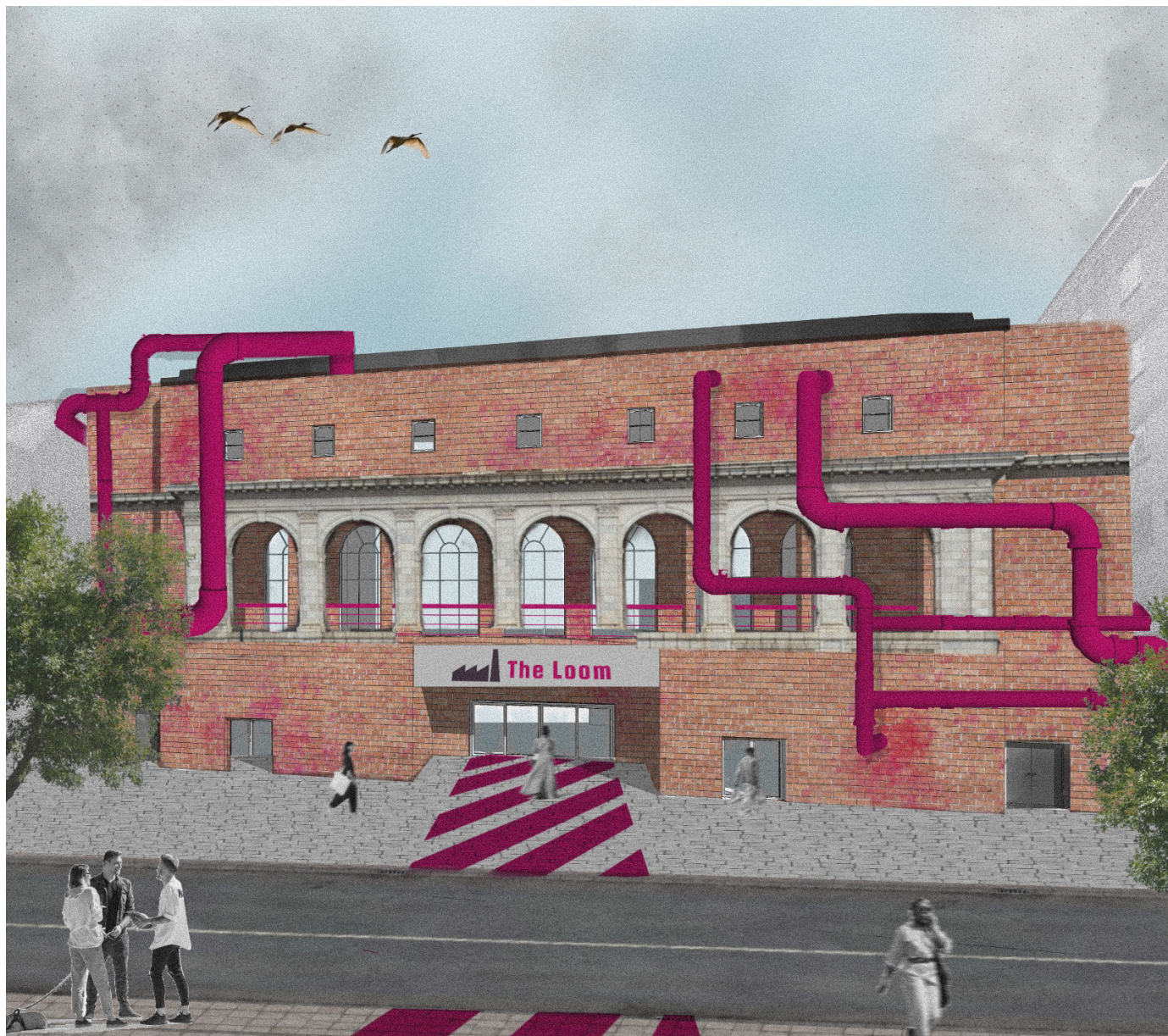
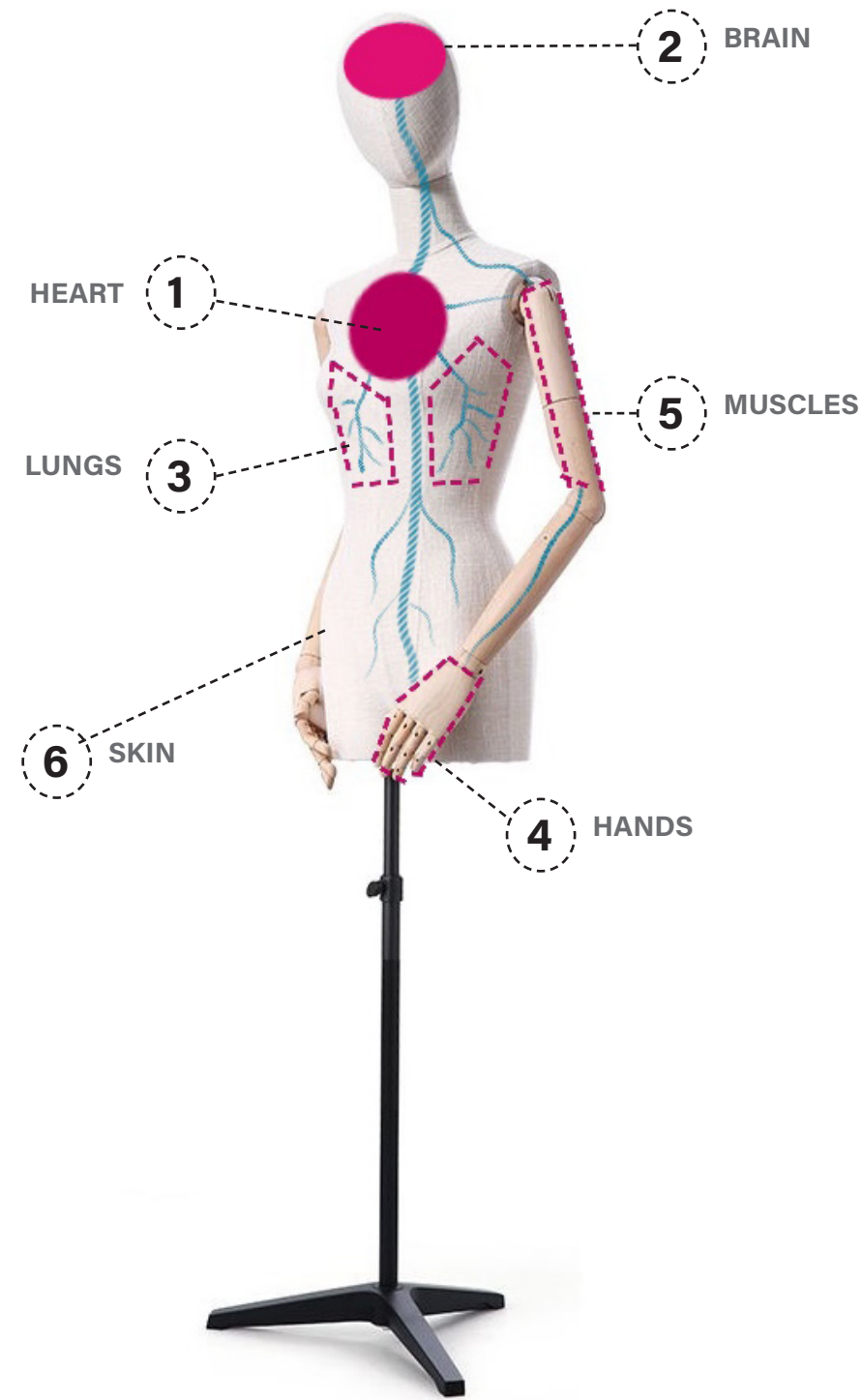
ANNIKA SHAILL

Fashion, at its core, has always been about transformation—of materials, identities, and cultural narratives. Yet, in an era of overproduction and disposability, the industry has strayed from this essence, prioritising mass consumption over meaningful creation.

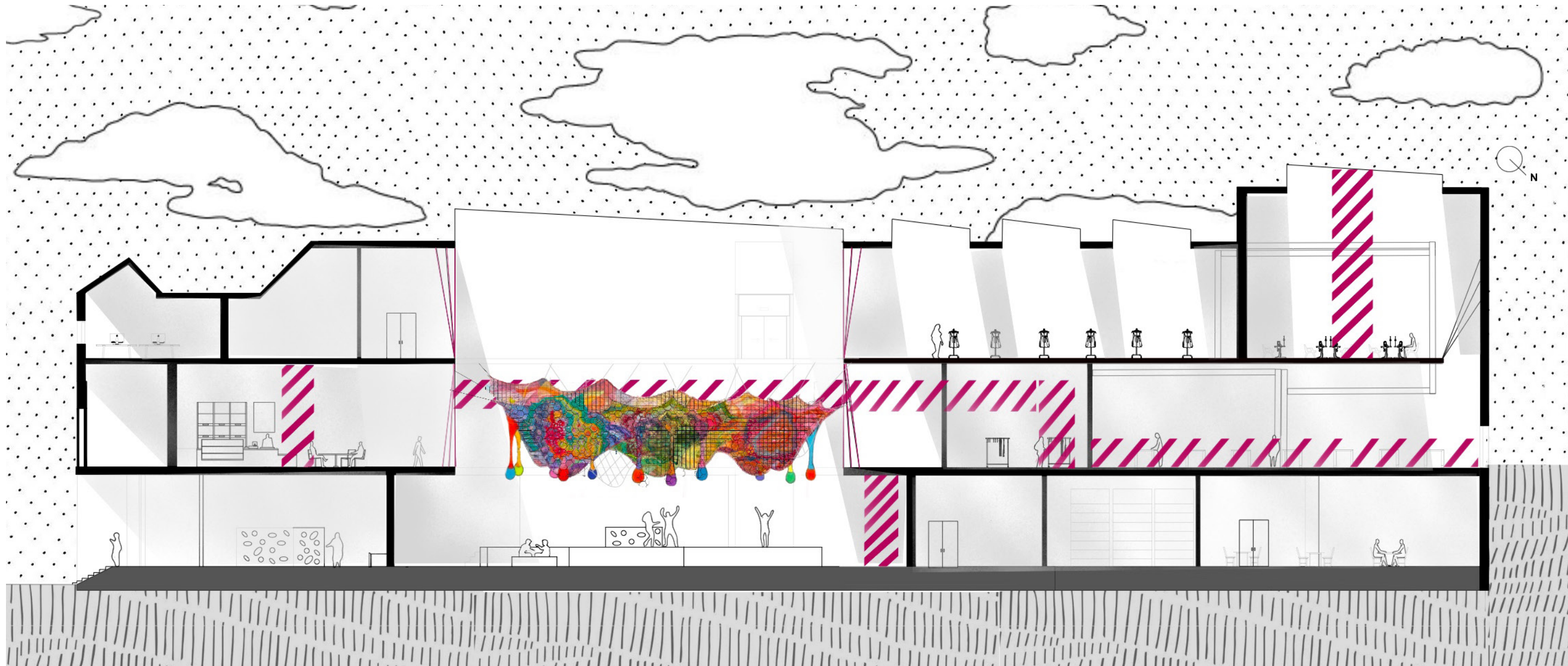
The Loom is my response to this crisis: *a radical re-imagining of fashion as an experiential, participatory, and circular process.*

To inform a new system, the human body emerges as the most intuitive model. Its ergonomic design balances form and function with remarkable efficiency. Every movement is purposeful, every system interconnected, allowing the body to perform complex tasks with minimal waste.

It suggests that fashion, too, can become a responsive, self-regulating system, embracing a design language rooted in balance, connection, and synchronization.



STREET VIEW- WESTOVER ROAD



LONG SECTION



**SITE**  
FORMER ODEON, WESTOVER ROAD  
BOURNEMOUTH

**CYCLE OF PRODUCTION:**

- |                        |                     |
|------------------------|---------------------|
| 1 Central instillation | 4 Sewing Room       |
| 2 Designers Studio     | 5 Performance Stage |
| 3 Workshop             | 6 Warehouse         |

PROPOSED THEATRE

L2

L1

G

**CREATING A CULTURAL HUB:**

The project aims to retain young creatives in Bournemouth, fostering a vibrant, innovative community and promoting the area as a hub for creativity and sustainable living.

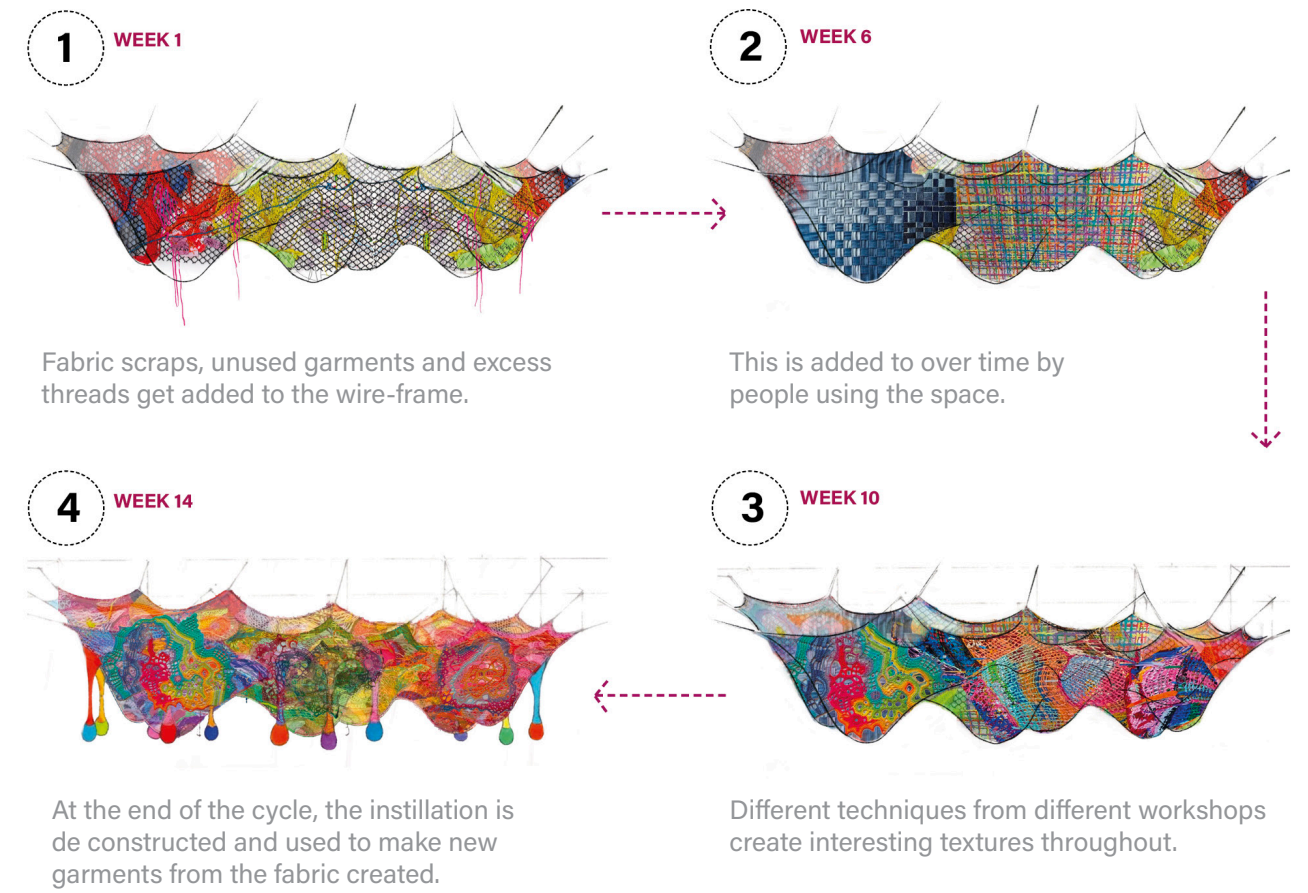
PAVILLION

PALACE COURT THEATRE



# 1 HEART- CENTRAL INSTILLATION

The Loom challenges the conventional retail model, shifting the focus from transaction to interaction. Its a space for active engagement, where waste materials are not discarded but reintegrated into an evolving ecosystem. At its heart is a growing textile-based installation, shaped by collective contributions and continuously re-purposed into garments through live performance. Fashion does not simply exist here; it is created, de-constructed, and reborn in real-time.



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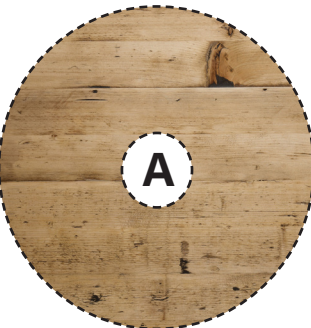
WEEK 10

Different techniques from different workshops create interesting textures throughout.

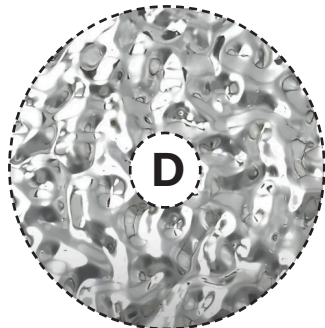
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WEEK 14

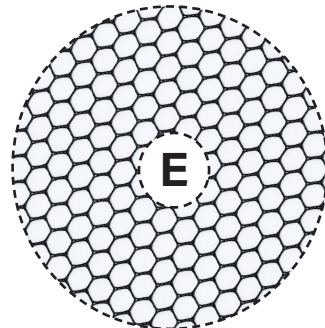
At the end of the cycle, the instillation is de constructed and used to make new garments from the fabric created.



RECLAIMED SCAFFOLD BOARDS



HAMMERED STAINLESS STEEL



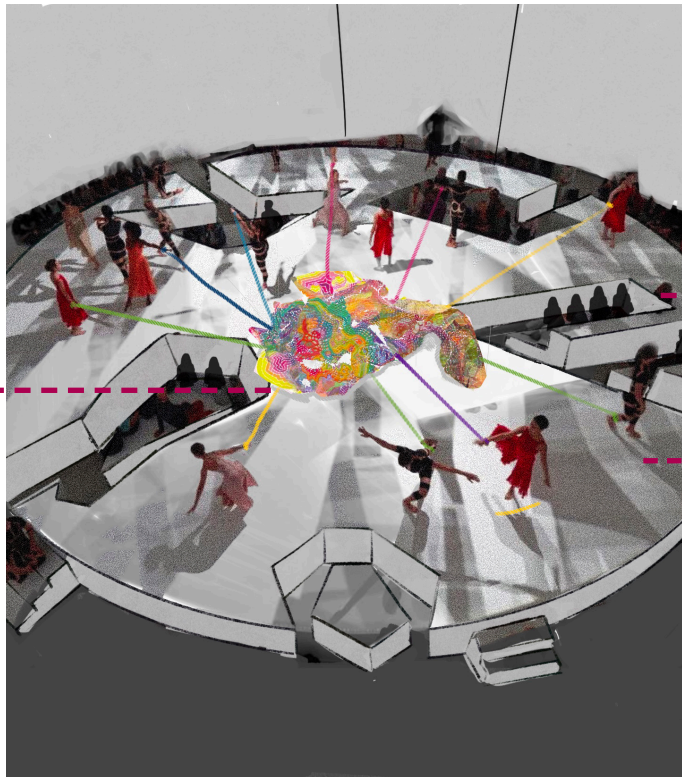
ALUMINIUM WIRE MESH



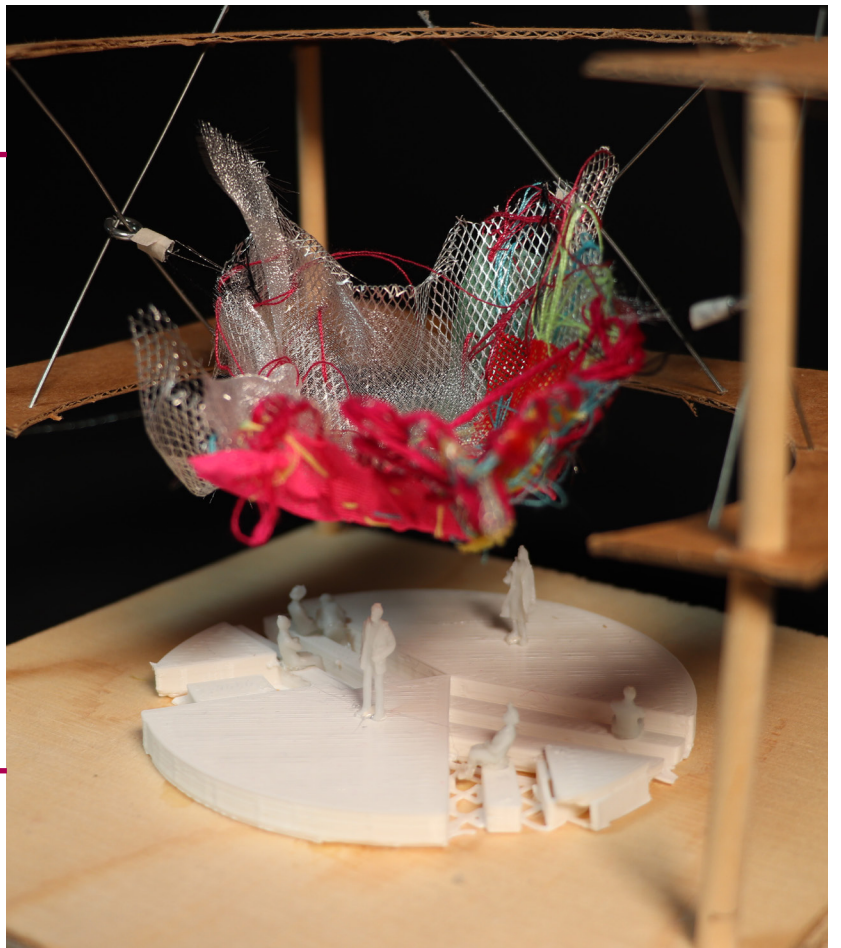
THE HEART



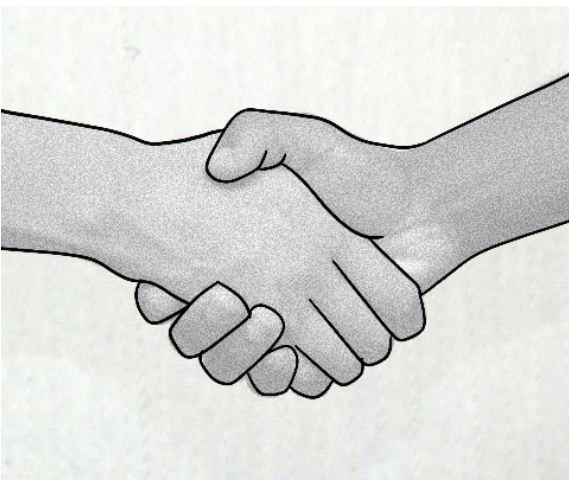
**Heart - Entry & Circulation**  
pulses with energy, circulating people and ideas through its interconnected chambers. The central installation, acts as project's central life force, pumping out the activity.



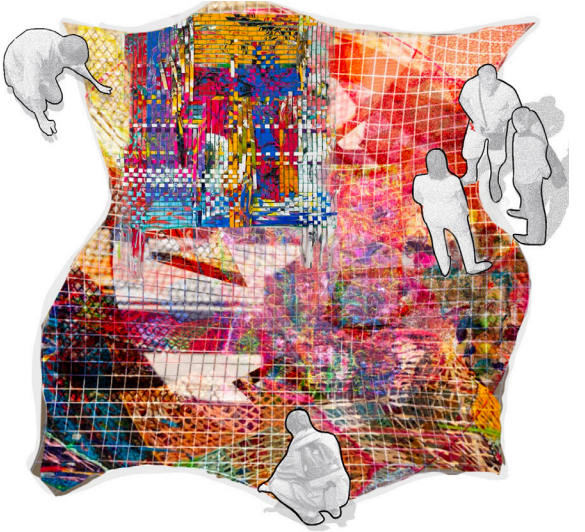
**Muscles - Live Transformation**  
Designers and performers engage in real-time creation, demonstrating the constant movement and adaptation within the system.



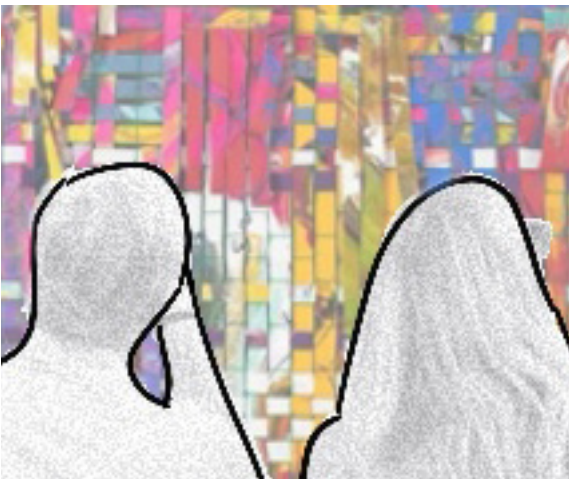
DETAIL MODEL 1:100



Consumers enter the space and are greeted.



Users are given fabric scraps to weave into instillation.



Instillation becomes a physical representation of collective identity.



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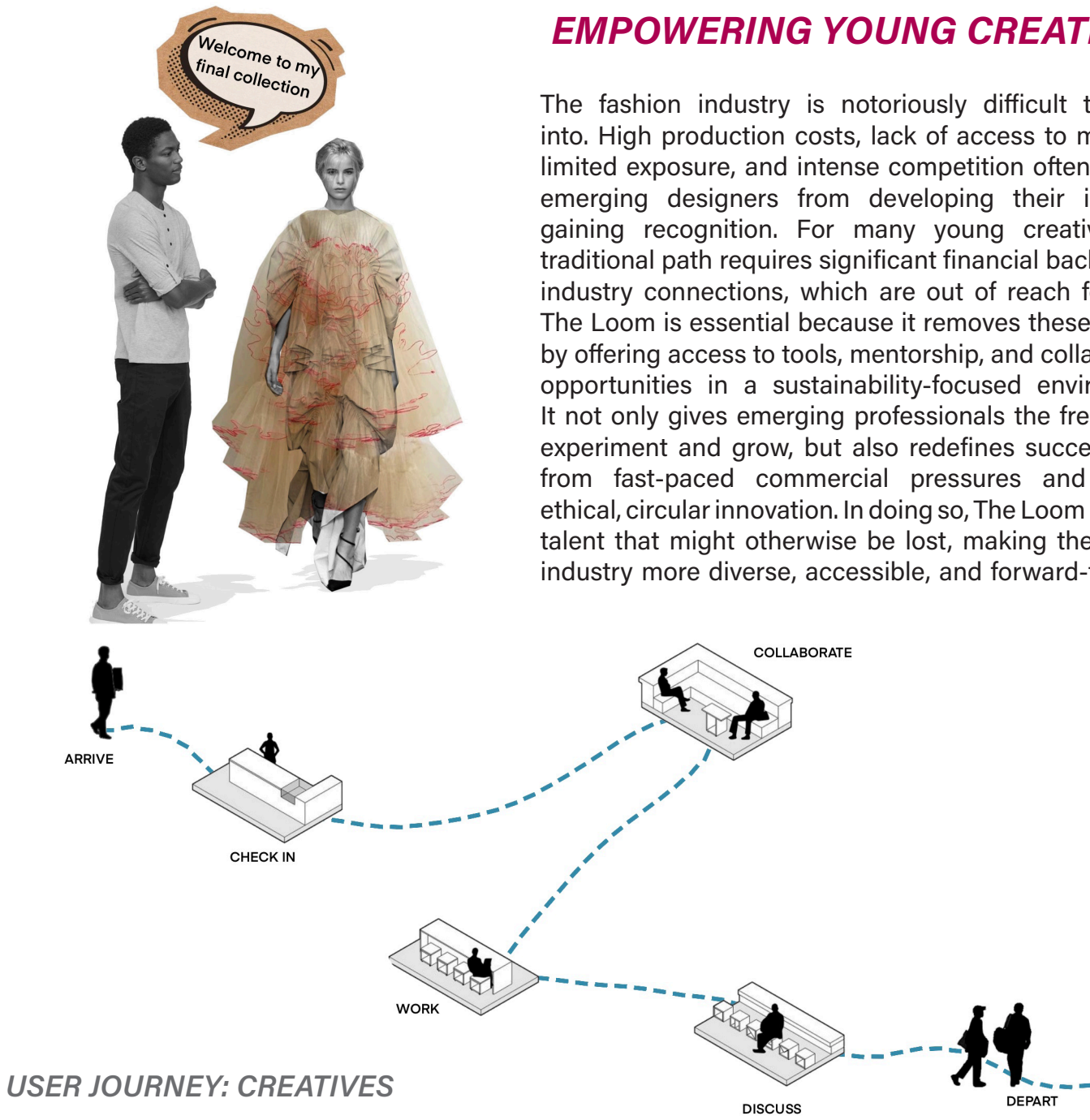
BRAIN- DESIGNERS STUDIO



DESIGNERS STUDIO

EMPOWERING YOUNG CREATIVES

The fashion industry is notoriously difficult to break into. High production costs, lack of access to materials, limited exposure, and intense competition often prevent emerging designers from developing their ideas or gaining recognition. For many young creatives, the traditional path requires significant financial backing and industry connections, which are out of reach for most. The Loom is essential because it removes these barriers by offering access to tools, mentorship, and collaborative opportunities in a sustainability-focused environment. It not only gives emerging professionals the freedom to experiment and grow, but also redefines success away from fast-paced commercial pressures and toward ethical, circular innovation. In doing so, The Loom nurtures talent that might otherwise be lost, making the fashion industry more diverse, accessible, and forward-thinking.



REUSING TEXTILE WASTE:

Reusing fabric scraps to create new materials reduces textile waste, conserves resources, and lowers environmental impact. This practice of circularity encourages innovation by inspiring designers to explore creative, sustainable, and often unique textile solutions through up cycling and material experimentation.

SAMPLES MADE FROM TEXTILE WASTE:

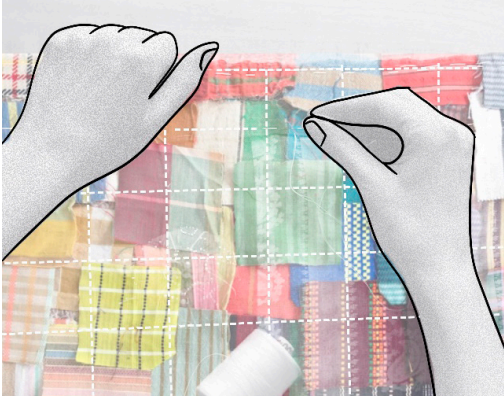


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HANDS- PRODUCTION FACTORY



THE SEWING ROOM



Fabric scraps are sewn together into a patchwork material.



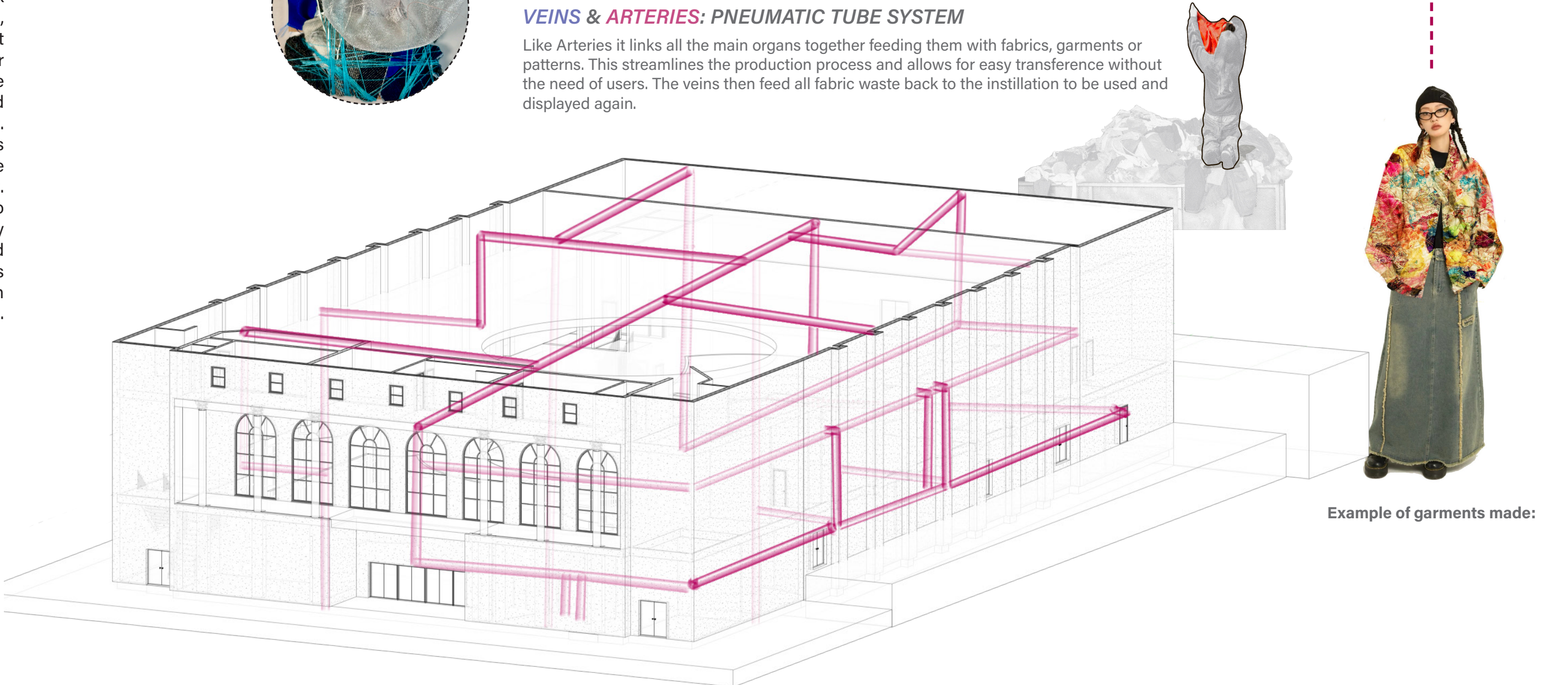
The new fabric is cut to the pattern pieces.



These are then sewn together to make the garments.

VEINS & ARTERIES: PNEUMATIC TUBE SYSTEM

Like Arteries it links all the main organs together feeding them with fabrics, garments or patterns. This streamlines the production process and allows for easy transference without the need of users. The veins then feed all fabric waste back to the instillation to be used and displayed again.



Example of garments made:



5 MUSCLES- CATWALK STAGE

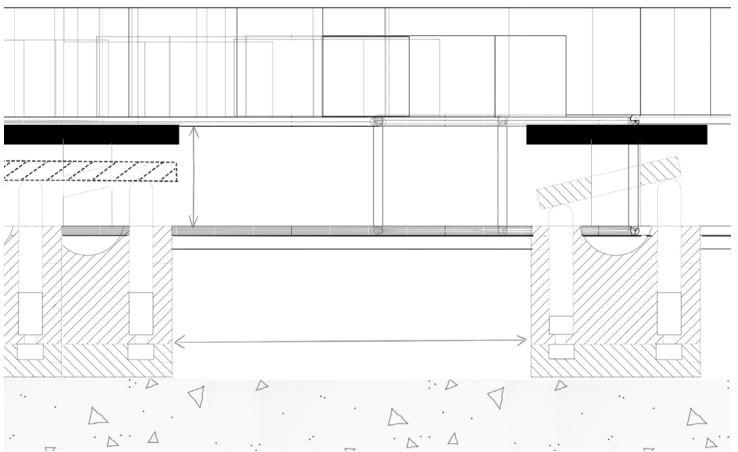
Garments are showcased through movement-based performances or catwalk shows, then exhibited as art to emphasize fashion as engagement over ownership. The stage is designed like a jigsaw and is fully reconfigurable to suit different events, with seating integrated into the structure to create an immersive experience. By opening these

typically exclusive events to the public, the project challenges fashion's elitist norms and invites broader conversations around creativity, sustainability, and identity.

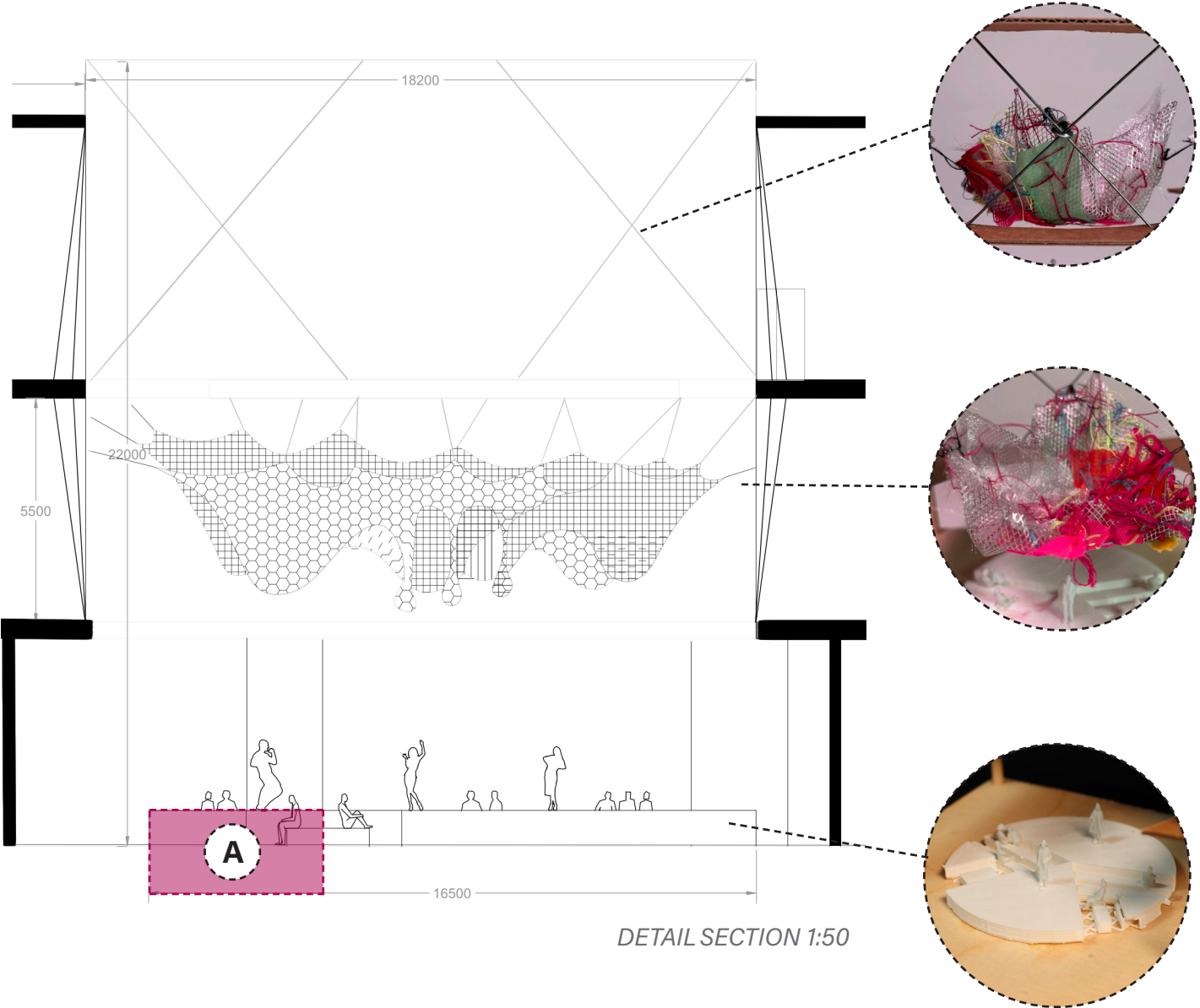
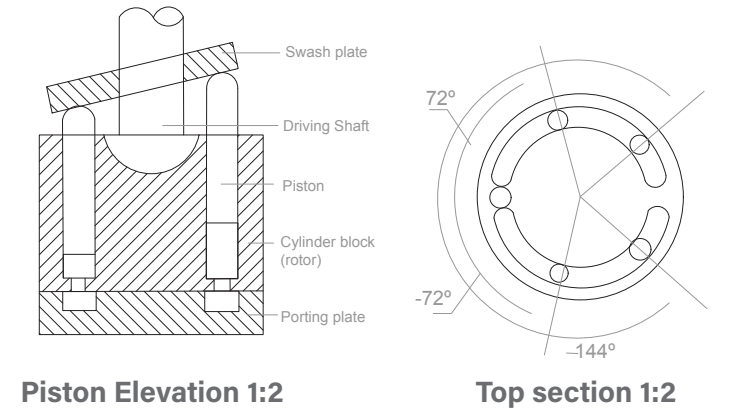


PERFORMANCE STAGE

A DETAIL AREA: STAGE MECHANISM



To enable individual stage components to rise and lower, a hydraulic axial-piston pump system was installed beneath the steel frame.



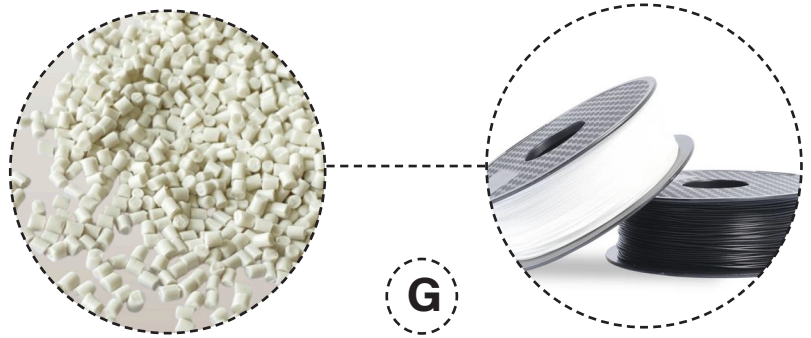
DETAIL SECTION 1:50

FASHION SHOW: 5 YEARS IN FUTURE

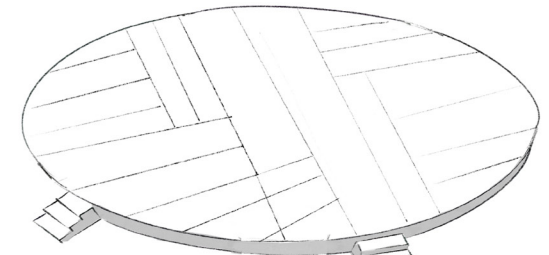


After five years, the stage begins to break down and decompose, as it is made from PHA bioplastic. It challenges the notion of permanence in architecture and design, highlighting the beauty of temporary structures that serve a purpose and then gracefully disappear. This not only reduces the project's ecological footprint but also encourages a mindset shift in how we create, use, and dispose of materials in the built environment.

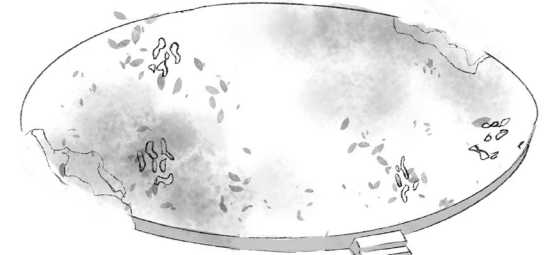
FUTURE ADAPTABILITY:



BIOPLASTICS:



1 Stage made from Biodegradable plastic



2 After 5 years, the stage starts to break down



3 After 10 years, Transferred into ground to fully decompose

5 SKIN

Visitors experience garments, witnessing the tangible impact of sustainability through dynamic, changing displays. The garments presented are then auctioned off to help sustain the mission, funding further environmental initiatives. Each piece comes with a passport that describes the journey it took to make it.



Points earned through membership can be redeemed for discounts on garments or exclusive access to events. This gamified system incentivises continued engagement, encouraging users to return to the space repeatedly and stay actively involved.



RETAIL EXHIBITION