



From 'Shopping' by Alpern, M

**Paper title:** Spatial Design Studio 1

**Paper Number:** 224.251

**Lecturers:** Stuart Foster / Oliver Blair

**Project 2:** **Re-Thinking Retail Space**

**Hand-in Date:** Hand-in and presentation: Wednesday 29<sup>th</sup> May 9.30am

**Introduction:**

In this project you are asked to explore ideas on shopping, Identity and performance as well as their rituals and realms – and how we are acting out the roles that we are expected to!

**“It is in the ‘acting out’ of shopping in and through architecture, and the ‘acting out’ of the purchase and use of architecture, that identities are continually constructed and reconstructed.”**

Rendell, J. from: 'Between architecture, fashion and identity' AD vol 7 No 6 2001

In the first part of this assignment you will investigate a chosen spatial concept (Fold, Wrap, Layer, Stack, Gap, Gather, Seam, Pleat, Flip, Slice) in conjunction with 261 (visual representation) and 271 (materials and making) to produce a series (minimum 3) of quick sketch models that work with your design ideas for the site and programme. Use these models as thinking sketches. Experiment the different ways you can manipulate form, material and space through the application of your spatial concept. These model developments will be presented for the interim critique with one form concept then selected to take through to final development.

### **Consumerism and identity.**

It has been argued that consumption is the axis, the center of power or influence on the everyday and everyone in contemporary society,... and retail space is one of the main locations where consumption, acquisition and exchange take place. It is the place where desires are dealt with, symbolic exchange occurs, where identity is constructed and reinforced.

Shopping is culture: 'I shop therefore I am'.

The fashion industry is intricately linked with the idea of styling and the styling of life, the construction of a 'post-traditional identity'

### **Rituals, realms and the acting out the roles that we are expected to!**

Much of what people do repeatedly in a social context or individually can be described as rituals. Spaces taken up by, or defined by such recurring activities can be referred to as realms.

A realm may be all, or only part of a physically defined space, and there may be a number of realms in a shop. How many of such realms are there in a shop and what activities are played out in them?

### **Spatial Programme: (brief; to be collectively researched and developed)**

A retail shop has to perform a number of functions that you will need to consider when designing and planning your space.

Point of sale

Spatial requirements for merchandise

Entry and window display

**Project Requirements:**

Final Hand in will consist of

- Recording of space through field notes which are translated into a measured digital model
- Brief development
- Concept development
- 1:20/ 1:50 plan, sections (sectional elevations) – digital model of design with perspective(261)
- Process models and drawings (271/261)
- Workbook/blog
- Scale model 1:20 (271)

**Assessment:**

The project will be assessed to the extent that:

- the design concept is based on a position derived and interpreted from an investigation into consumption, fashion and identity
- it spatially responds to the routines and rituals that occur in such environments
- it resolves functional issues as they occur in the given programme through space planning and form studies
- it effectively responds to a given site
- it effectively presents a conceptual development of an idea and resulting design through a variety of means and media in 2D and 3D format

Written feedback will be given after completion of the project.

**Learning Outcomes:**

The student should be able to:

- generate design concepts based on research and investigations undertaken into issues of consumerism
- design as a response to an existing space and its context
- understand the routines / rituals and their associated realms as they occur in user - service provider environments
- translate a space programme and functional requirements into a coherent and structured design proposition
- effectively and efficiently use a range of design and communication tools to inform a design process
- clearly communicate a complex design proposition through plans, sections, perspectives and models

**Procedure and Timetable:**

<b>week 7</b>	Mon 22 <sup>nd</sup> April Introduction to Project 2 Establish working groups for site visit (10:30am)  Wed 25 April Discussion and selection of 3 spatial concepts (Fold, Wrap, Layer, Stack, Gap, Gather, Seam, Pleat, Flip, Slice)
<b>week 8</b>	Mon 29 <sup>th</sup> April Brief development, small group discussions  Wed 1 <sup>st</sup> May Conceptual development
<b>week 9</b>	Mon 6 May Model, development of plans , sections and perspectives as line drawings ;  Wed 8 May Initial design development: Present design ideas in plans, sections, perspectives
<b>week 10</b>	Mon 13 May <b>Interim presentation:</b> Plans, sections, perspectives, models, sketches, research to show process of 'Initial Design' development  Wed 15 May Project development: The graphic idea Develop project description – 150 words
<b>week 11</b>	Mon 20 May Project development: The formal idea  Wed 22 May Project development: The material idea
<b>week 12</b>	Mon 27 May Finalise presentation  Wed 29 May 9.30 Hand in and <b>final presentation Assignment 2 (261,271)</b>
<b>week 13</b>	<b>PORTFOLIO HAND IN WEEK</b> Prepare semesters work for 'exhibition' on desk <b>Portfolio Handin: Due Friday 7th June 9am.</b>

References:

*Recommended Reading:*

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