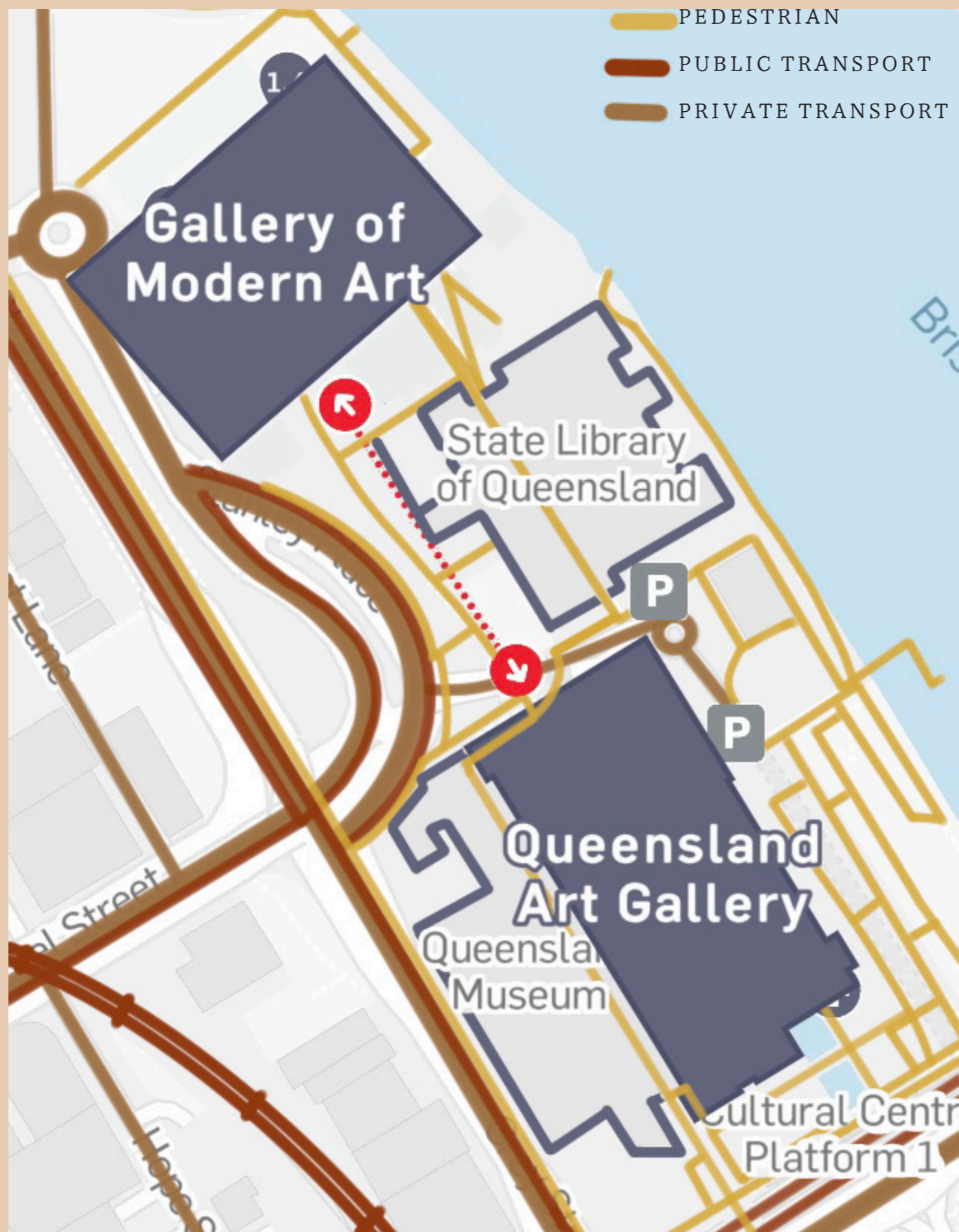




# DESIGN ACTIVISM | ONE GIRL STUDIO

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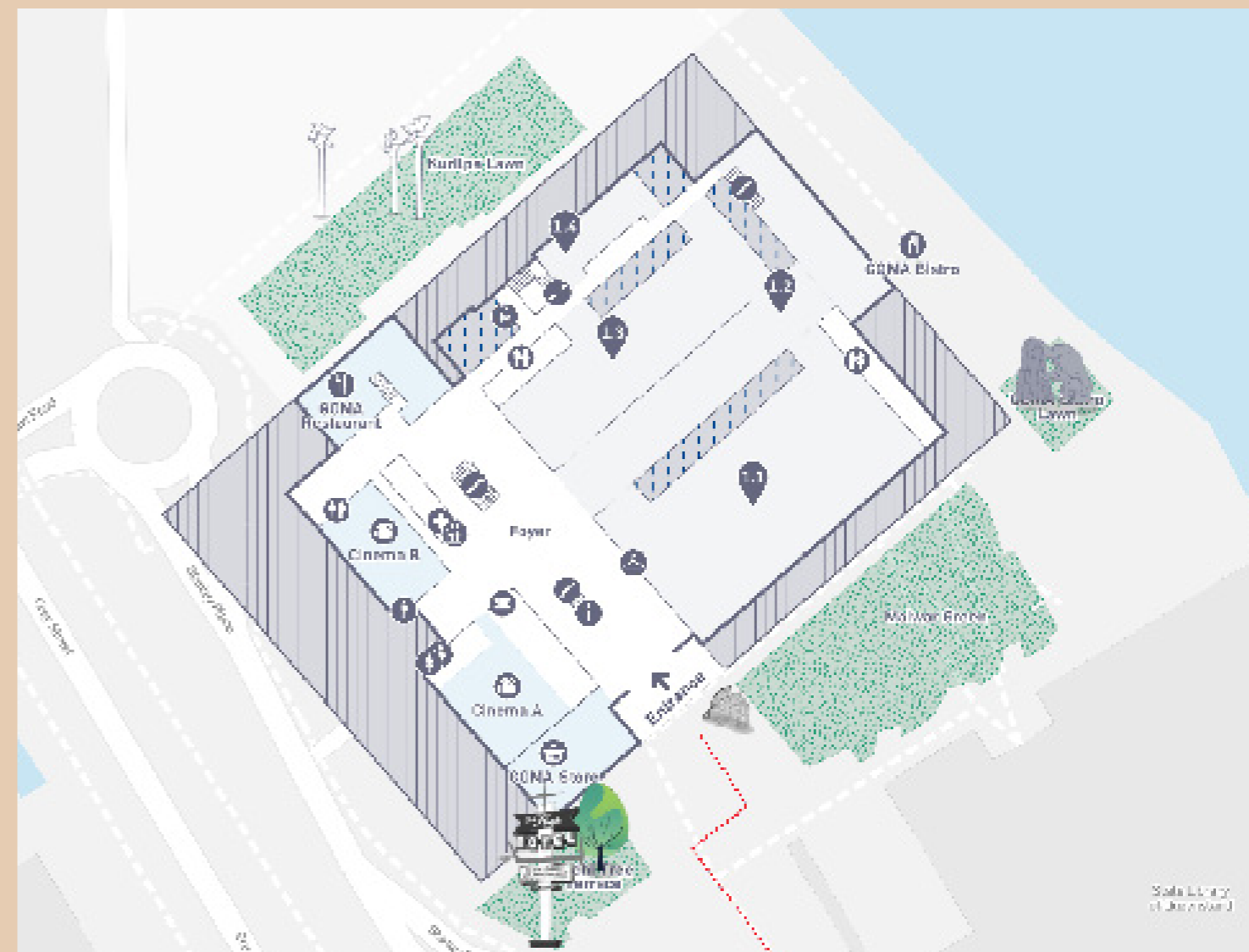
# SITE ANALYSIS



Partnering with Onegirlstudio, the design brief of creating temporary installations to be located in the areas of Brisbane's Gallery precinct. Whilst upholding the values of Onegirlstudio, in the opportunity of supporting local artisans whilst also encouraging sustainable and mindful curation and collection.

Analysing the concourse of Brisbane's gallery precinct, the site includes the Queensland Art gallery, Queensland Museum, State Library of Queensland and GOMA (Gallery of Modern arts). Within the precinct there are multiple notable transport access points via public and private transport, as well as pedestrian access via the entire perimeter of the precinct.

Through this analysis it is noted that depending on the theme and main type of merchandise being sold within the installation, determines the best place where the installation is to be placed.





# DESIGN CONCEPT

## CONCEPT

Through the design process the activism tenant that was looked further into related to over-consumption and feminism PEDESTRIAN. Looking into the ways that the installation can help create micro change to a macro issue.

In relation to Onegirlstudio the materiality of ceramics and clay was apparent. As pottery is noted to be a sustainable practice where "handmade items cannot be mass produced".

## MADE WITH LOVE CERAMICS

Looking into multiple different pottery/ceramic artist within Australia the brand "Made with love ceramics" was noted. A brand with the vision and intent of spreading love and empowering women and reminding them of who they are and what they're capable of.

The creator Haifa Hamad located on the Sunshine coast in Queensland. After feeling as if she didn't have a voice or power, she and wanted to help inspire women of how powerful and capable they are and that no dream is too big.



# KEY WORDS/THEME

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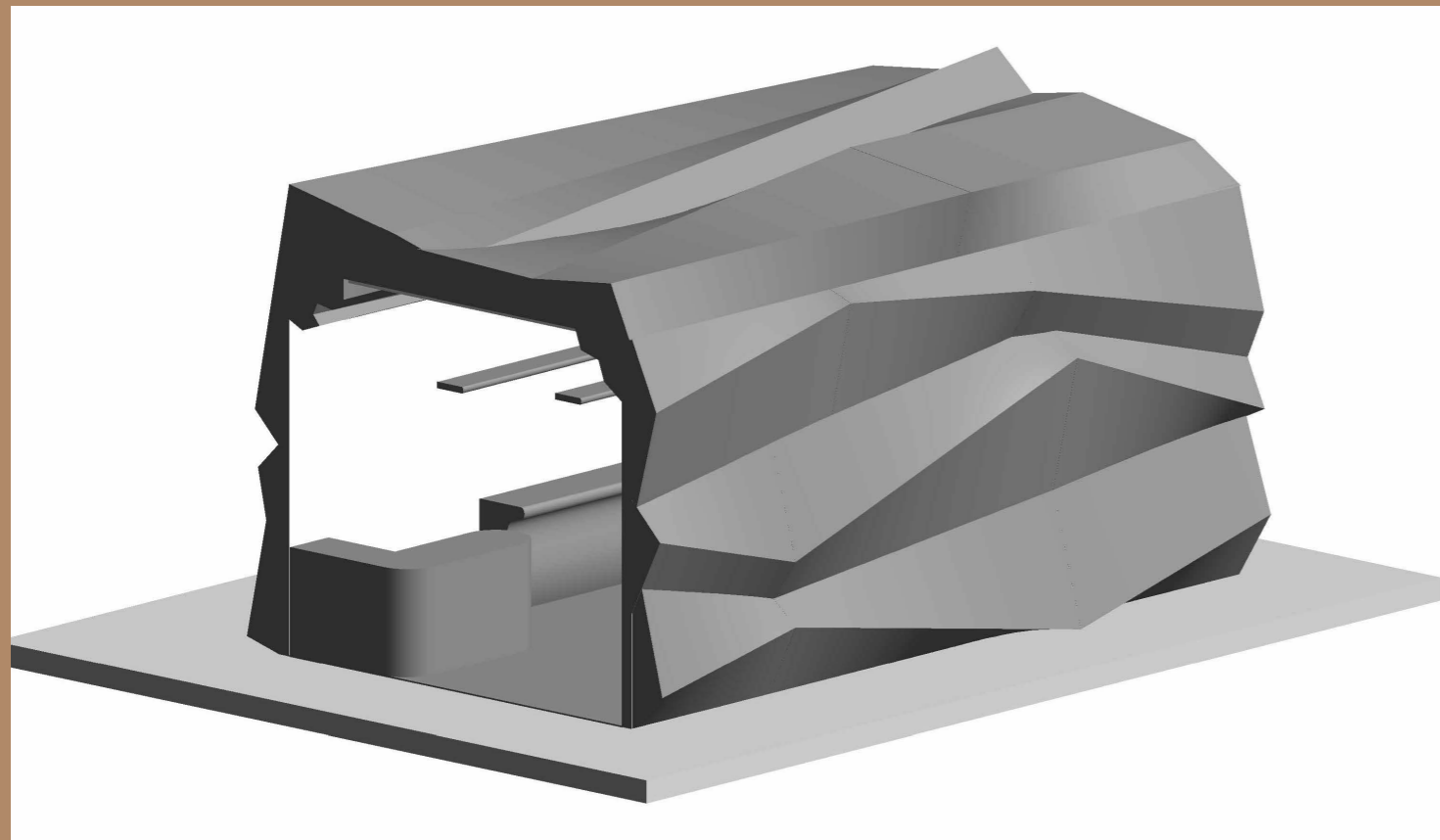
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ORGANIC - Forms and shapes to demonstrate organic features to represent the initial stages of pottery (Forming and shaping)

FRAGILITY - Rigid shapes exhibit the fragile nature of pottery/ceramics and the connection it shares between humans (brokenness).

EMPOWERMENT - Objects that hold weight and demonstrate the struggles, internal conflicts and the animosity that is felt by many, and empowering them to understand that their fragility and what was once broken can become a whole again.

# DESIGN CONCEPT



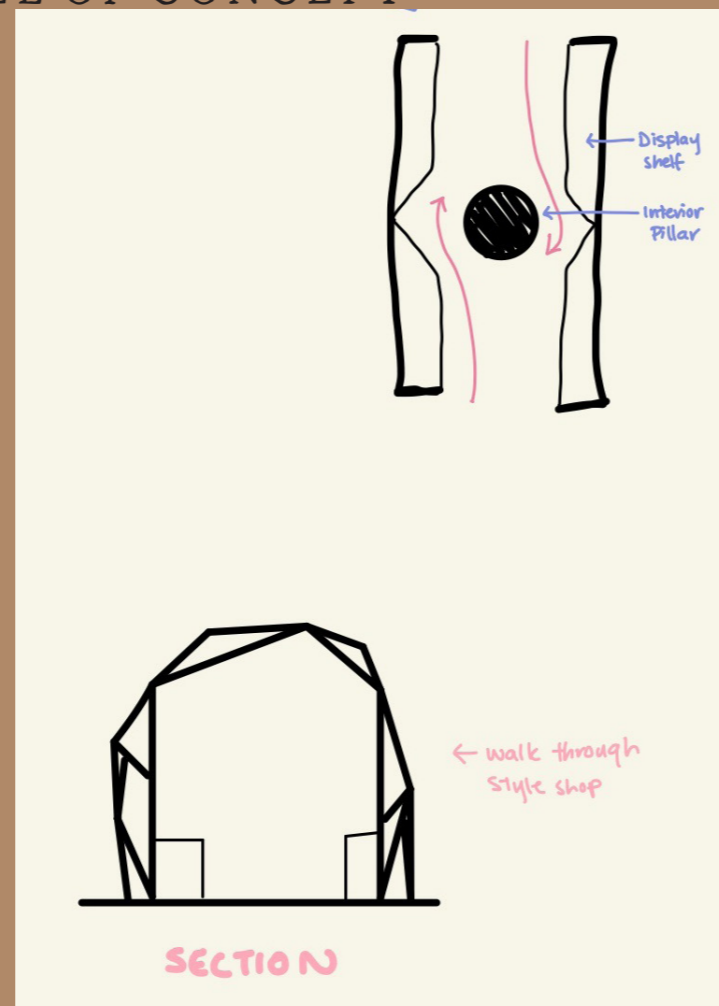
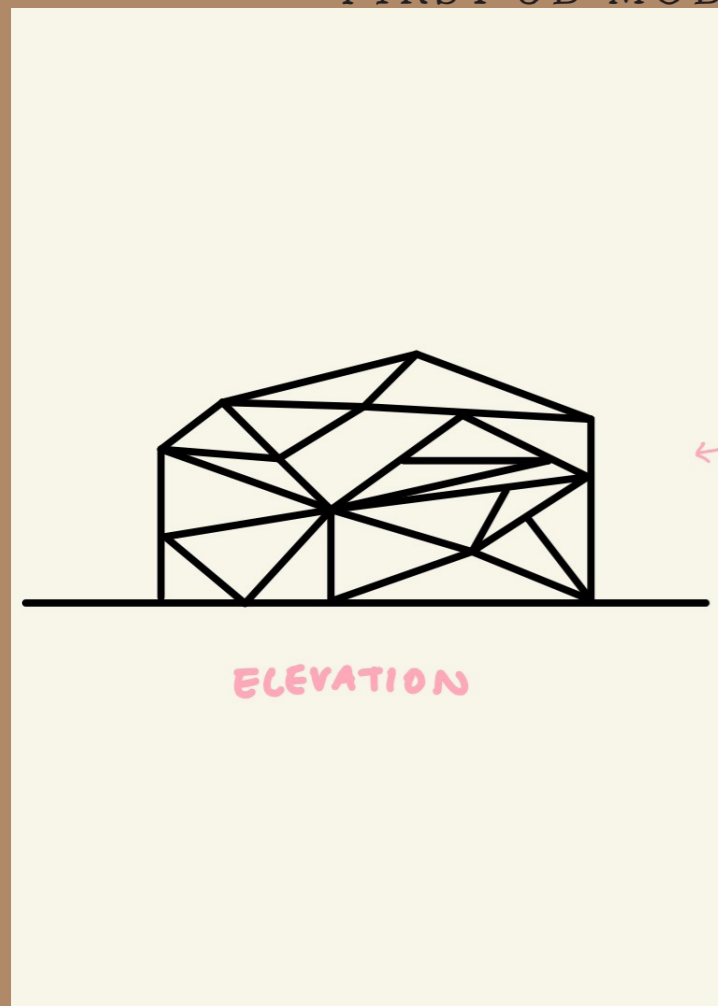
FIRST 3D MODEL OF CONCEPT

The location set for the space is chosen to be with the GOMA building, specifically within the foyer area. This space is optimal as it is where those visiting the gallery must pass through to enter or exist the site. The concept ideation of the installation is to have the space be a form similar to a tunnel with either ends open to allow for customers to walk through the space and have the merchandise displayed similar to a mini art gallery.

As the tenant focuses on over-production and feminism the pottery/ceramic pieces chosen for the space exhibit an uplifting impression the concept and design of the installation also needs to also share the same underlying awareness and uplifting atmosphere to the precinct.

With the design a main idea expressed is that of broken pieces akin to that of broken pottery/ceramics, to represent the loss and brokenness that women feel as they move along in life.

But the installation should also relate to the form and curation that pottery/ceramics display.



INITIAL CONCEPTUAL IDEATION



SITE LOCATION IMAGES



# MERCHANDISE

## MADE WITH LOVE CERAMICS

The following items are a carefully curated collection of handmade ceramics made by the brand “made with love ceramics”.

There are multiple different lines that preach and help influence people with differing obstacles.



“I AM” LINE



“I AM MUG” LINE WO/HANDLE



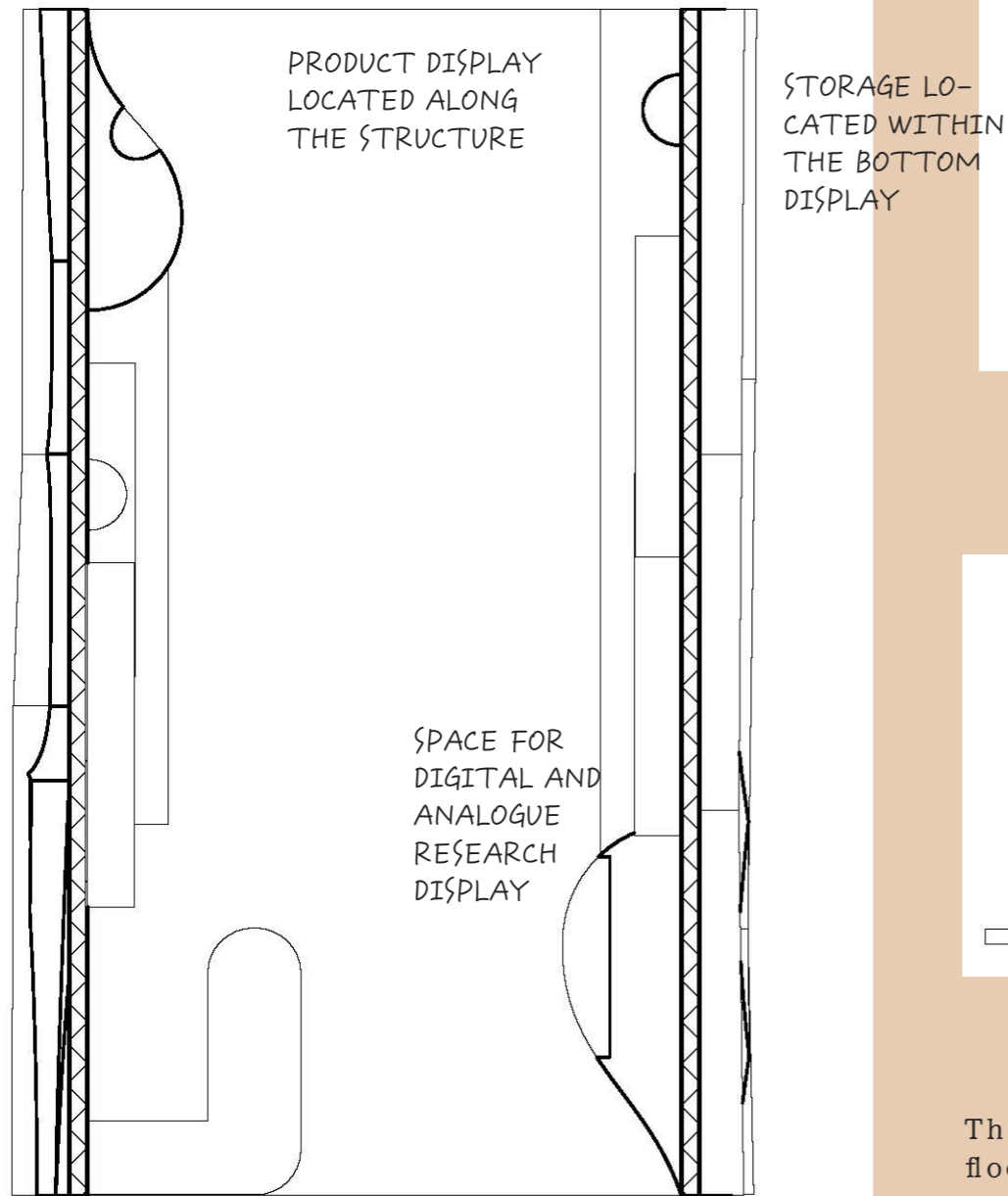
“I AM BOWL” LINE



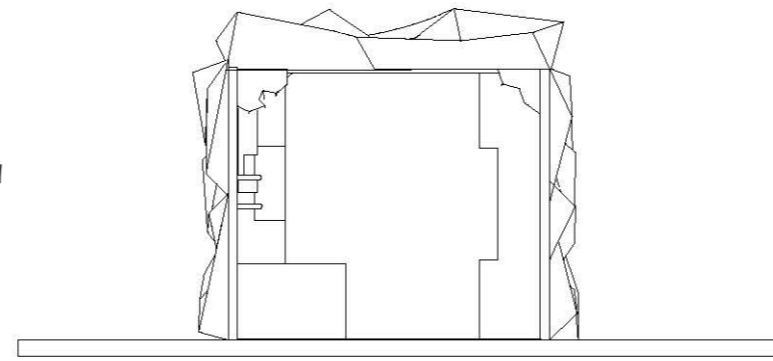
“I AM MUG” LINE W/HANDLE



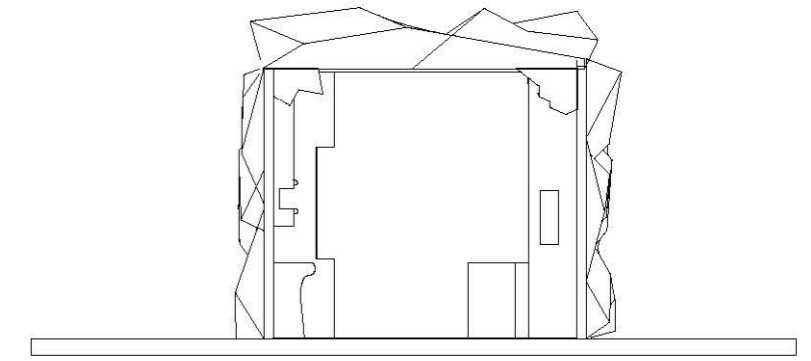
# DRAWINGS



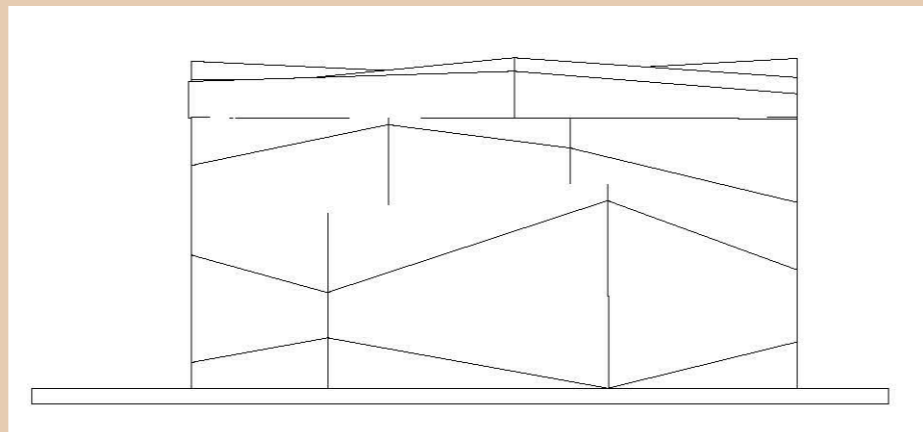
SECTION 1



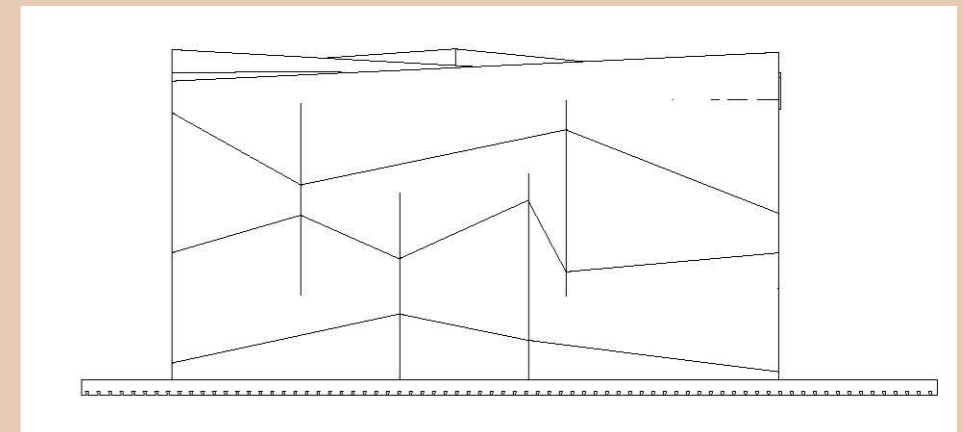
SECTION 2



ELEVATION 1



ELEVATION 2



## 1 GROUND PLAN

1 : 50

The overall floor plan of the installation is design regarding the constraints provided by the design brief. The overall floor plan is 8m x 5m x 4.5m. With the usable floor space the dimensions are 4m x 8m x 3.5m. A space large enough to comfortably fit 6 people (seated) and is fully accessible to all.

The concept of the space is derived from the fragile nature of pottery and ceramics, with how easy these types of items are to break the design emphasises the fragility and forms the shop with jagged shapes to represent these broken pieces being put together to create a new item.

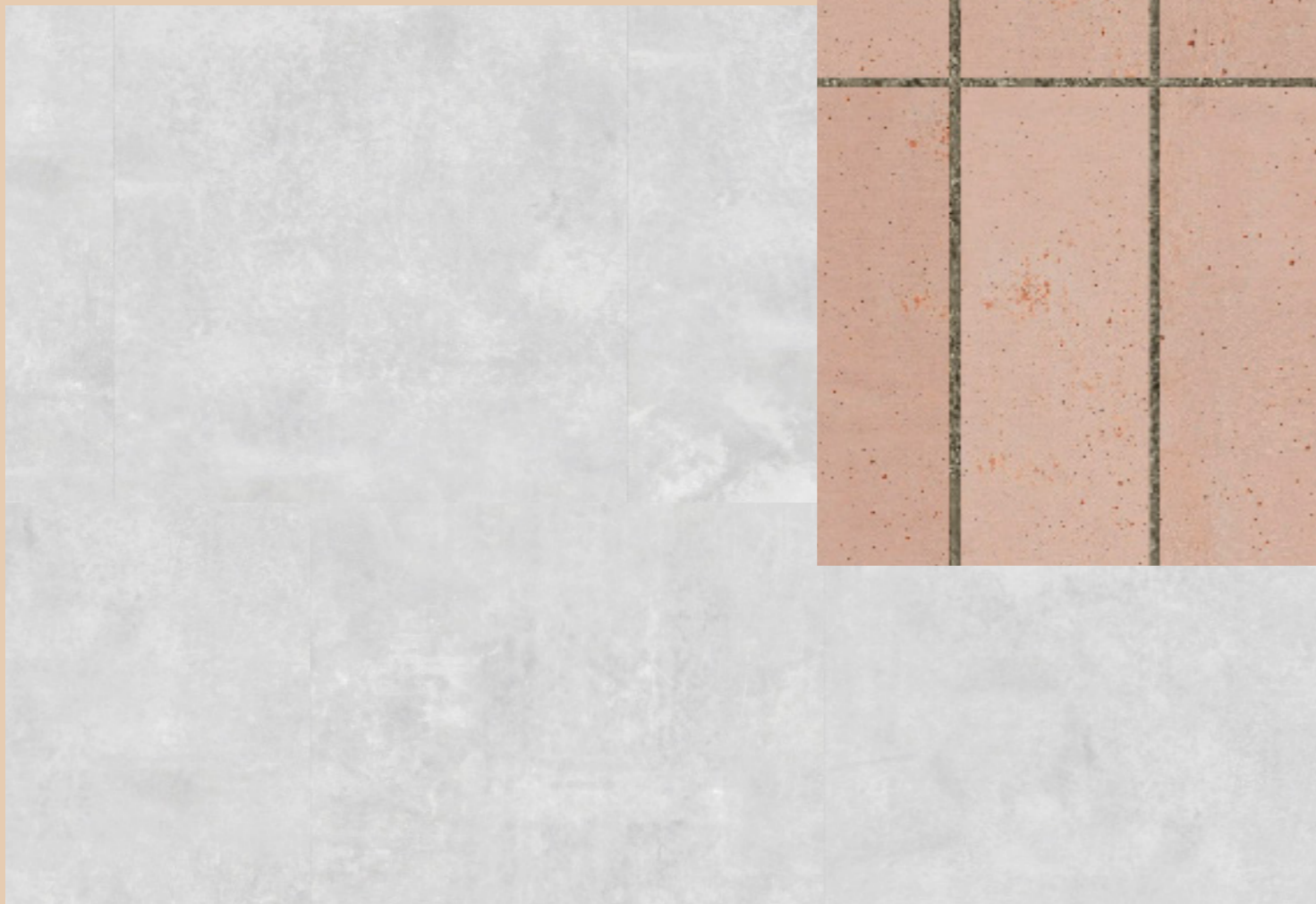
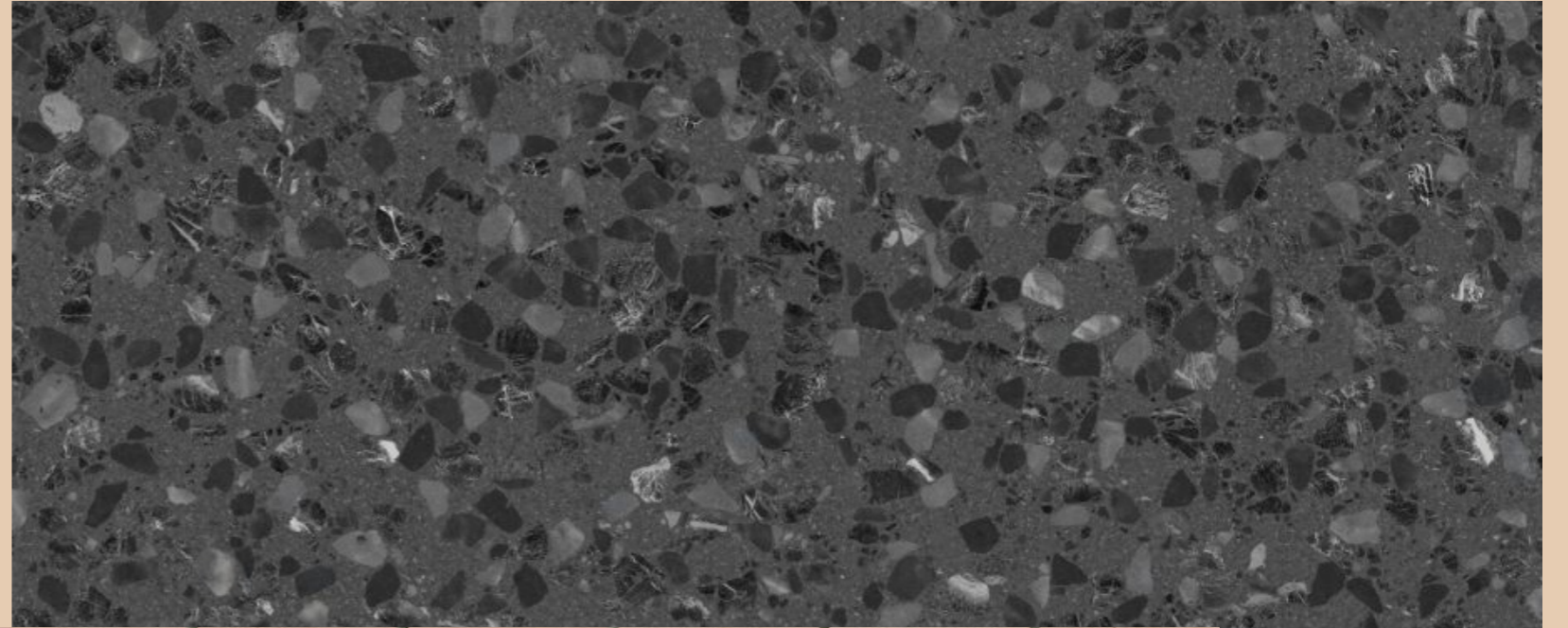
Contrasting to the exterior of the installation the interior utilises more organic forms, like curves and wave like shapes. This was done to create interest within the installation but also remind the customers the foundation of pottery and clay items as they come from a malleable material which is hardened overtime and becomes more fragile with time.

# MATERIALITY

NATURAL

ORGANIC

MINIMAL





# 3 D MODEL



SECTIONAL RENDER



SOUTH RENDER

# 3D MODEL



SECTIONAL RENDER



NORTH RENDER