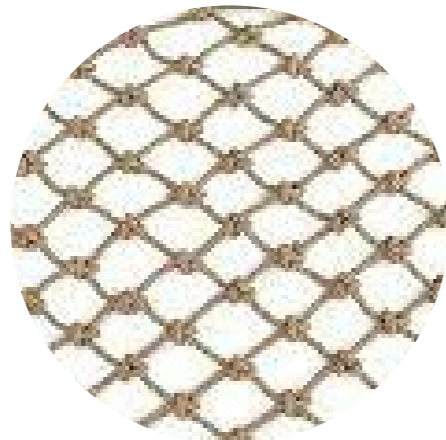


# ONEGIRLSTUDIO - DESIGN ACTIVISM RETAIL INSTALLATION

## Design Brief:

For the design project we were asked to design a retail installation for Onegirlstudio, this design was to focus on design activism and explore 3D form. In response to the brief the retail installation will participate in design toward change. With Design Activism at the forefront, the installation will be a response to a particular social issue happening in Australia. This design and the components within it will focus on the arising issues of homelessness in Brisbane.

The installation will aim to create engagement, promote the designated retail products, educate about the issues on homelessness, and aims to create shareable experiences for those that visit. The installation will be made from multiple components, with the intention that it can be easily transported to various locations. The materials used have been chosen due to their recyclable properties and sustainability. When applied they will appear soft and are of a neutral palette, this will invoke a sense of safeness and security, as the design is open and exposed it gives a representation for what reality is for those who are homeless, living and seeking shelter in the open streets of the city exposed for everyone to see.



FLUIDITY

SIMPLICITY

WARMTH

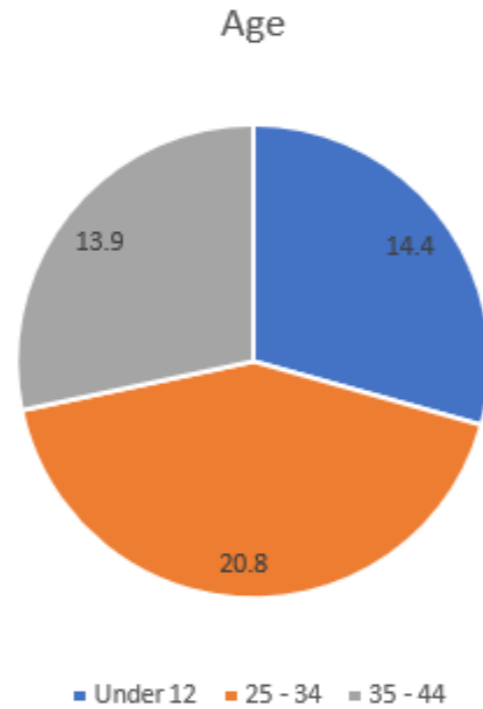
# RESEARCH - TENANT

## SOCIAL ISSUE: HOMELESSNESS

According to the Australian Bureau of Statistics the definition of homelessness is “when a person does not have suitable accommodation alternatives they are considered homeless if their current living arrangement: is in a dwelling that is inadequate; or has no tenure, or if their initial tenure is short and not extended; or does not allow them to have control of, and access to space for social relations.” The interpretation of home could include a sense of security, stability, privacy, safety, and the ability to control living space. Unfortunately for someone who is homeless they do not get the luxury of having these elements.

Some of the reasons someone can become homeless may be due to many factors, they could be a victim of domestic or family violence, poverty, unemployment, a shortage of affordable housing, mental illness, sexual assault, addiction, financial difficulty or social isolation.

Homelessness can affect all ages, as shown in the graph to the right 14.4% of people who are homeless are under the age of 12. It is believed that almost half of the population who are homeless are in their mid 20's-30's.



In the graph below it indicates the number of people experiencing homelessness by gender.

Graph 1. Counts of people experiencing homelessness by sex, Australia, 2006 to 2021



# COLLABORATIVE WORKS

The goal for the installation is to bring awareness to the social issues happening within our country, and showing people ways they can help contribute. As part of the installation it will run as a collaborative network between Onegirlstudio, Beddown and Earth Worthy. Within the installation there will be an area for interactive work done by patrons visiting, Yooge yarn can be used to quickly and easily 'knit' blankets, there will be a wall with timber hooks where the yarn will drape down, patrons can then help knit the yooge yarn horizontally, every blanket that is knitted in the installation will be donated to beddown to help with their pop up accommodation. The collaboration with earth Worthy will incorporate a custom designed Yooge blanket sold specifically for the design installation, Earth worthy products will be displayed, and customers can opt to buy one product now and have a second product put aside that will be donated to Beddown charity, even one of the simplest items like a tote bag could become extremely handy for someone in need.



*Earth Worthy*



# SITE - CULTURAL PRECINCT, BRISBANE

## CHOSEN SITE:

The Whale Hall, located next to the Queensland Museum, has been chosen as the desired location of the installation. The foot traffic within the Whale Hall is extremely high as patrons were seen either travelling to the Muse Cafe located at the end of the hall or using the hall to pass through to get to the art gallery and state library.

The installation will sit directly under the skylights, where the ceiling height is best suited for the height of the installation. The whale hall also allows access to power, this can be achieved by using the GPO's found along the bottom edges of the wall throughout the hall. The Whale Hall is a prime location as the floor and walls are made from concrete, this creates a blank neutral canvas for the installation to sit within.

The level below gives easy access to public transport via bus services, the citycat terminals are also easily accessible along the river front, and with only a short walk to Southbank it makes this location the perfect hot spot for attraction.



**THE WHALE HALL**

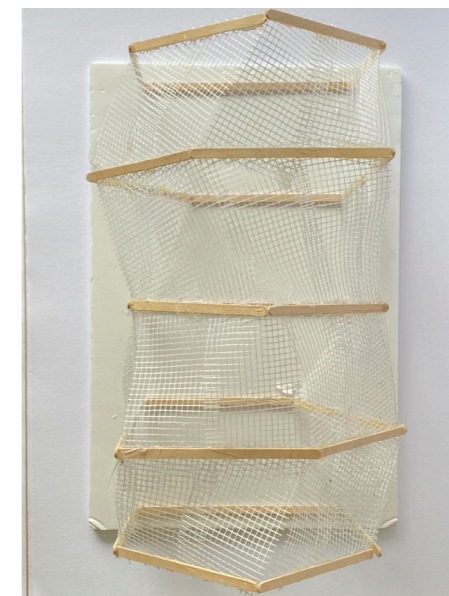
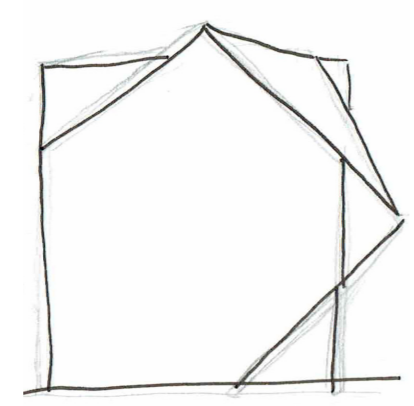
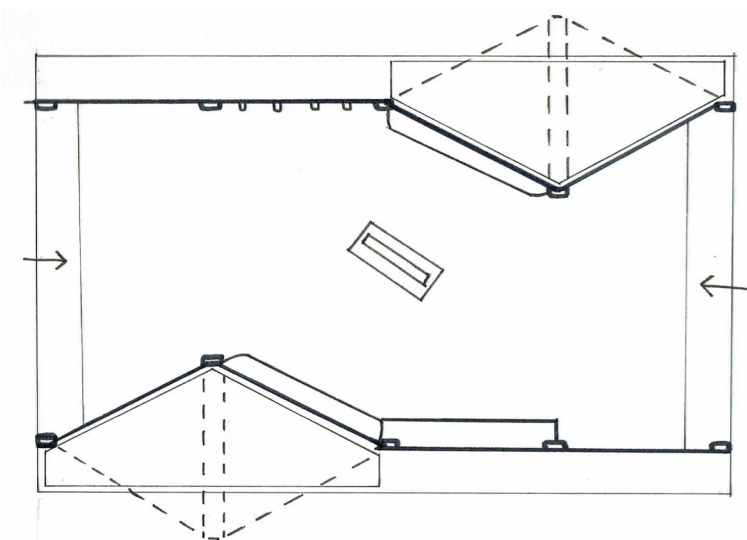
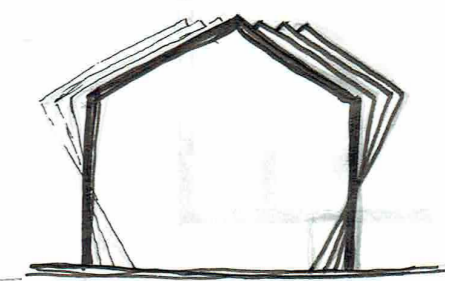
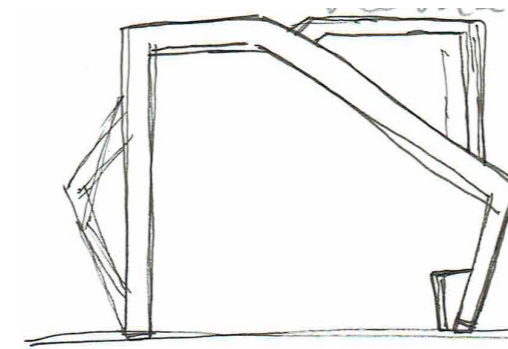
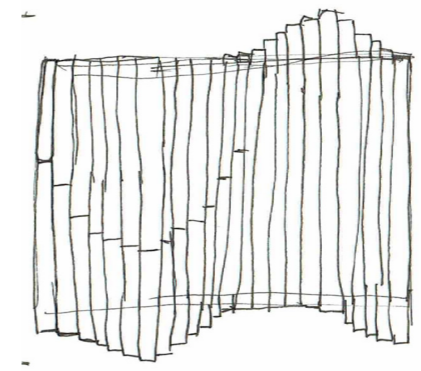
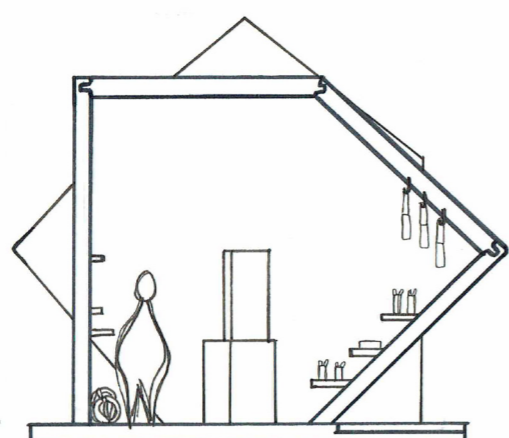
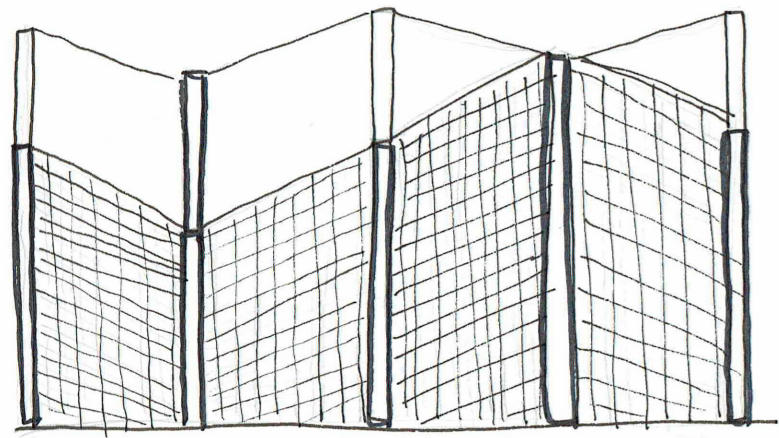


# CONCEPTUAL DESIGN & MODEL MAKING

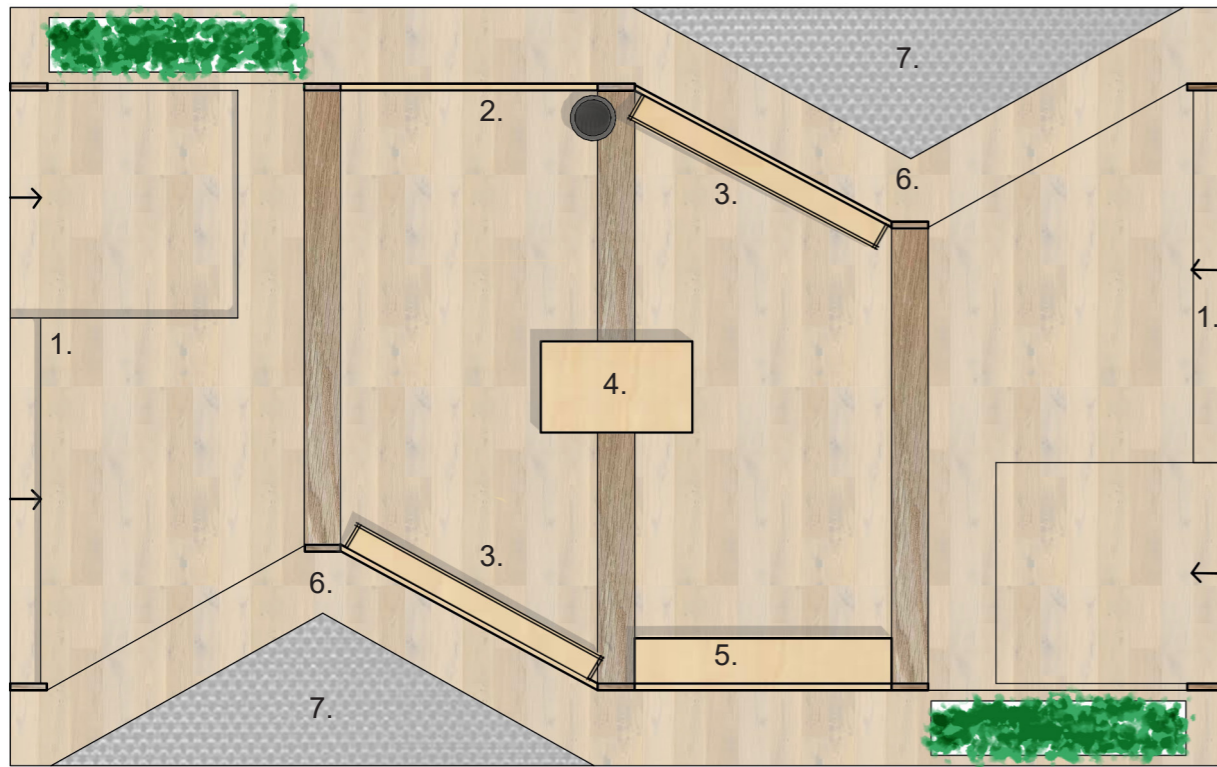
In response to the brief conceptual design has been heavily influenced from numerous model makings. When experimenting with different forms, it was ensured that it related back to the tenant.

The word Homeless implies that someone is without a 'Home'. Their 'Home' is wherever they can find space that could possibly be safe enough to seek refuge. With this I wanted to play around with the idea of a 'House' or 'Home' like structure. For most people there is a symbol or drawing that gets associated with a house, which is the square with a triangle on top. By creating this shape as a base to work forward with, it was explored in multiple orientations.

The concept behind the design is symbolising the form of a rocky or unstable home, by having the house shape turned on its side. Imagine if your world (home) got turned upside down, flipped, turned on its side, and it wasn't the same again. This can be the instance for most people who have become homeless and don't have a secure safe space to call their home.



## FINAL DESIGN IDEATION



## LEGEND

1. ENTRY
2. INTERACTIVE COMPONENT
3. RETAIL DISPLAY
4. POS & DIGITAL DISPLAY
5. LOCKABLE STORAGE
6. GROUP SEATING
7. LOUNGING AREA

- The installation will allow for a continuous travel path with access from both ends.

- There is access ramps for wheelchairs.

- The group seating space can be converted into a lounging area, allowing access for patrons to relax or if someone were looking to seek refuge they have a space to lye comfortably.

- Lockable storage on site for retail products to get stored at night.

- Interactive display wall for Yooge yarn blanket weaving (refer to section drawings).

- The materials have been used to create a contrast between the urban environment where some homeless live, and creating a space that has a gentle & humble feel.

- The jagged form in the floor plan has been chosen in representation of how the life path of someone who is or has become homeless can be rough and not straight forward.

## FLOOR PLAN

1

1 : 50

NEUTRAL

COMFORTABLE

WARMTH



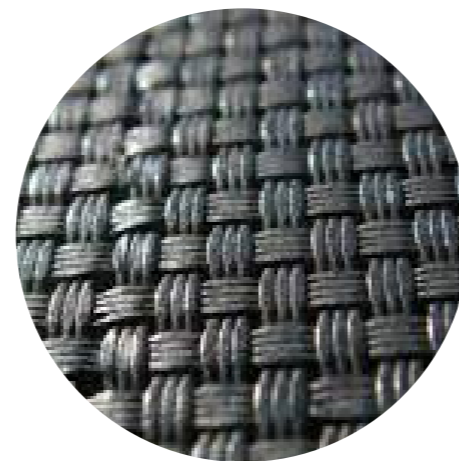
### TIMBER PLANKS

T3 Green plus timber planks used for the structural posts. From Hyne Timbers in 240 x 45. Finished with a clear stain for outdoor protection.



### ECOPLY

Eco-friendly plywood, used for the POS, storage, and shelving. It is made from wood that is sourced from sustainably managed forests or plantations, and the manufacturing process minimizes waste and reduces the use of harmful chemicals.



### TRAMPOLINE MESH

Polypropylene is the material used for trampolines. This material will be used for the lounging space. The mesh will act as a hammock support. The purpose is for it to be a comfortable space to lay, the material is stretchy so will mold to the user's natural body contours. After use Polypropylene can also be re-used if properly heated to reform.



### FLEXI-PLY

Flexi-ply will be installed as a support 'wall' where the shelves sit.

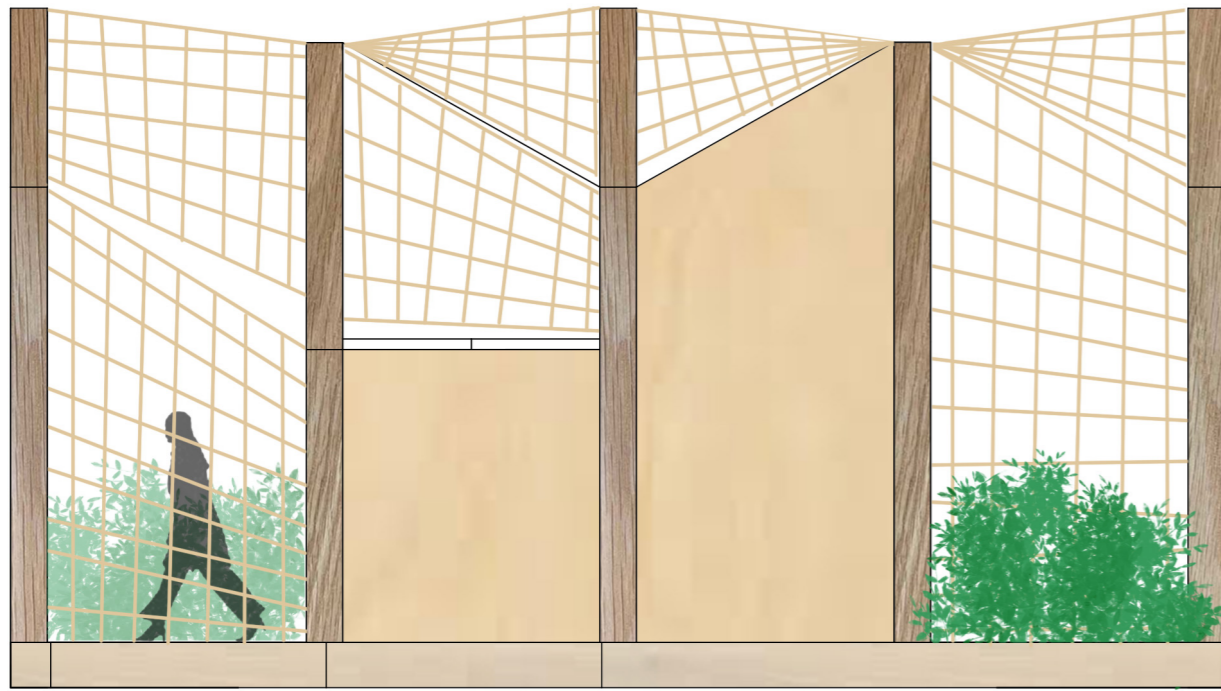
Choose FSC certified plywood to make sure your plywood does not contribute to unsustainable deforestation.



### TIMBER PALLET

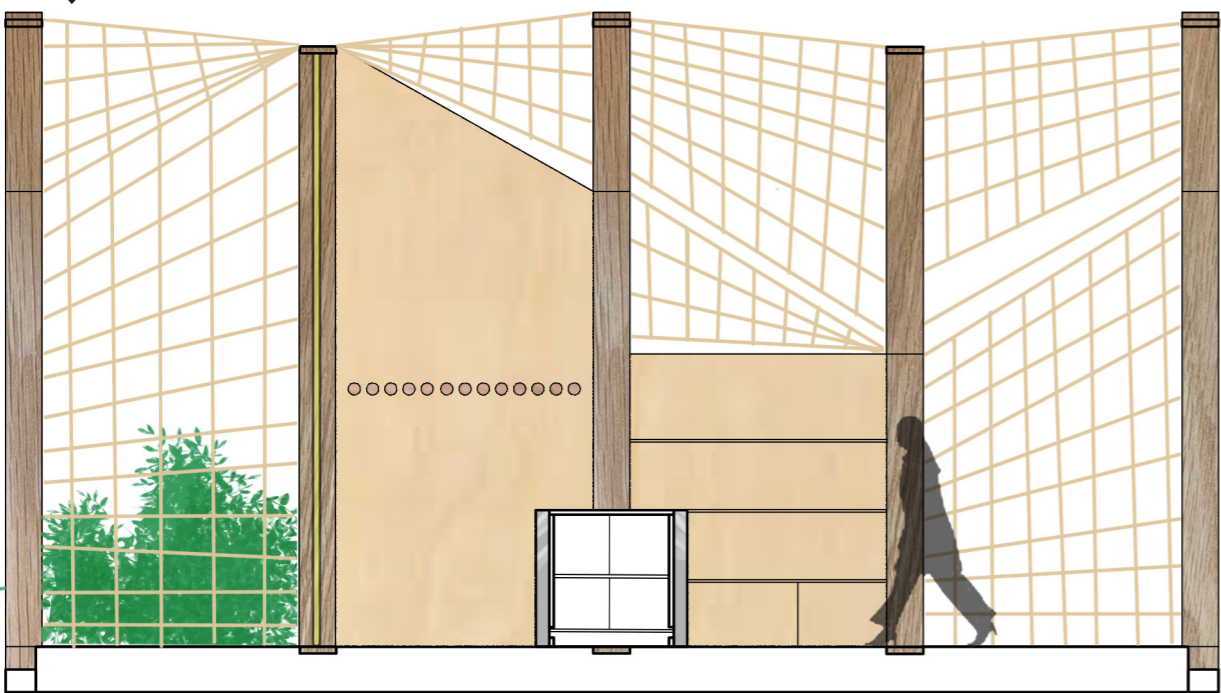
Recycled Timber Pallets will be used for the raised flooring system. As pallets are very strong and come in standard sizes, building a modular deck can be done in a relatively short time.

**RE-USEABLE & SUSTAINABLE MATERIALS**



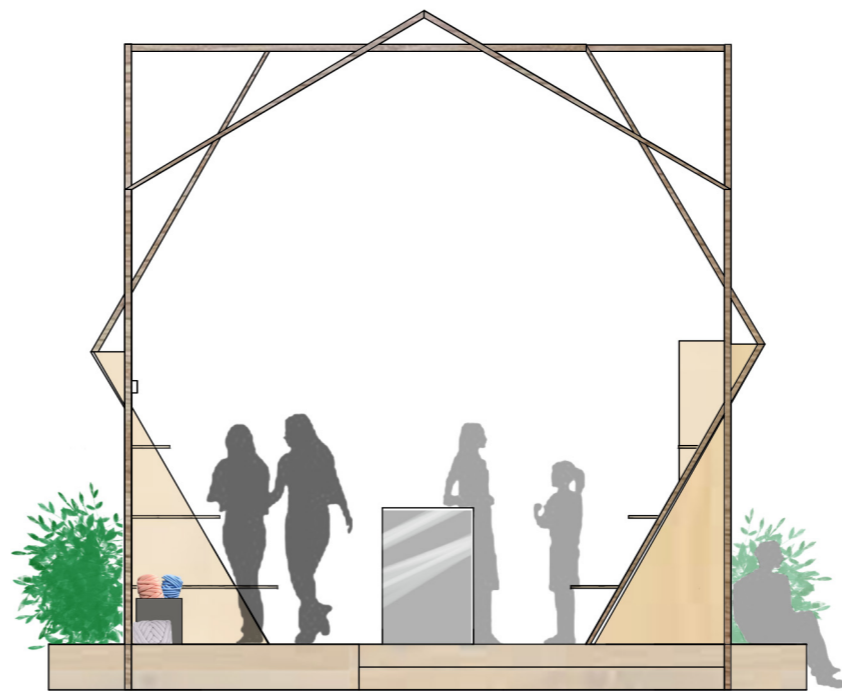
**1** ELEVATION  
1 : 50

Sustainably made  
Hemp Rope for shell

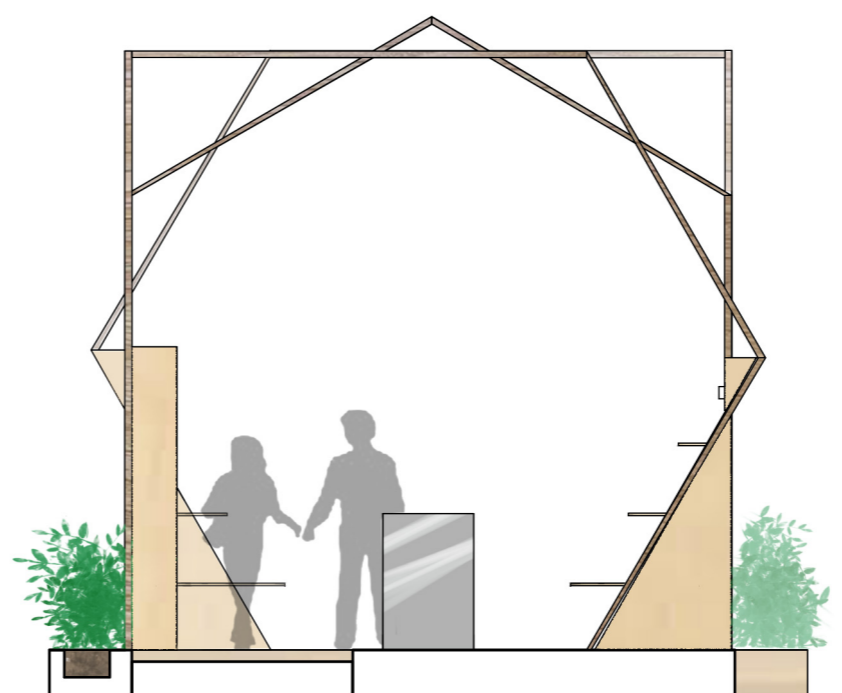


**1** Section  
1 : 50

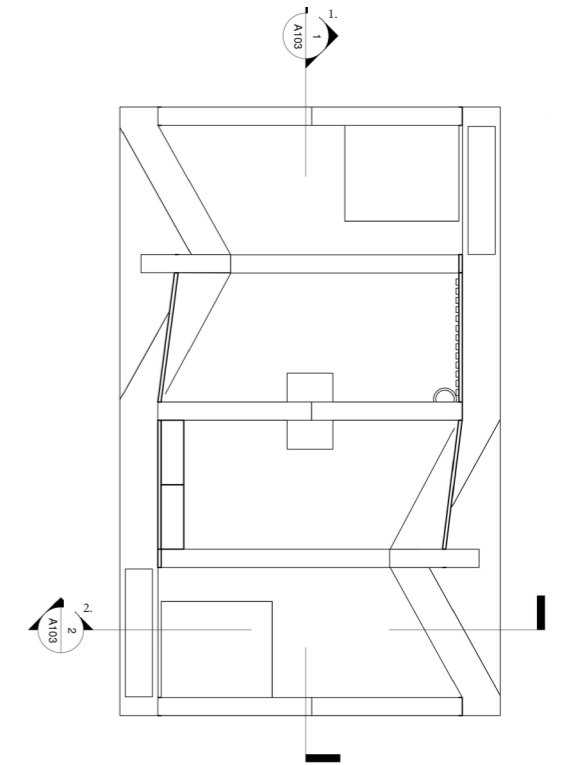
Services reticulation  
through floor



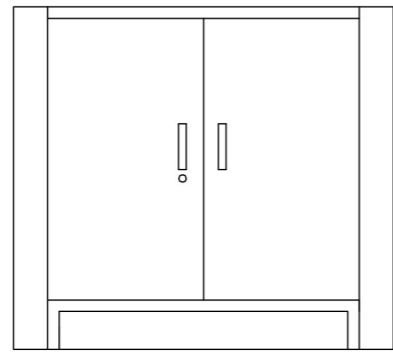
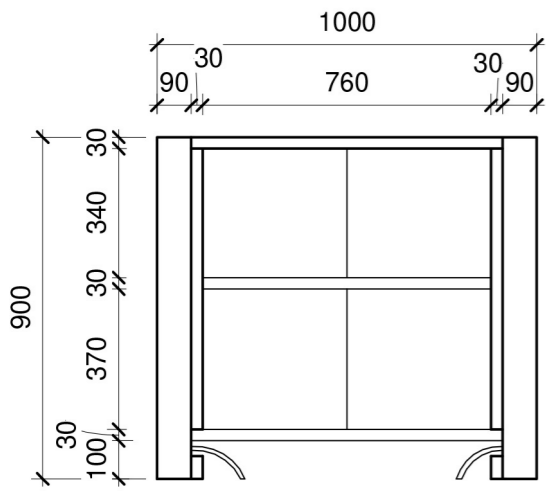
**2** ELEVATION  
1 : 50



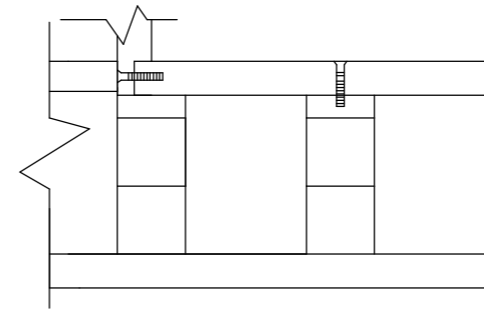
**2** Section  
1 : 50



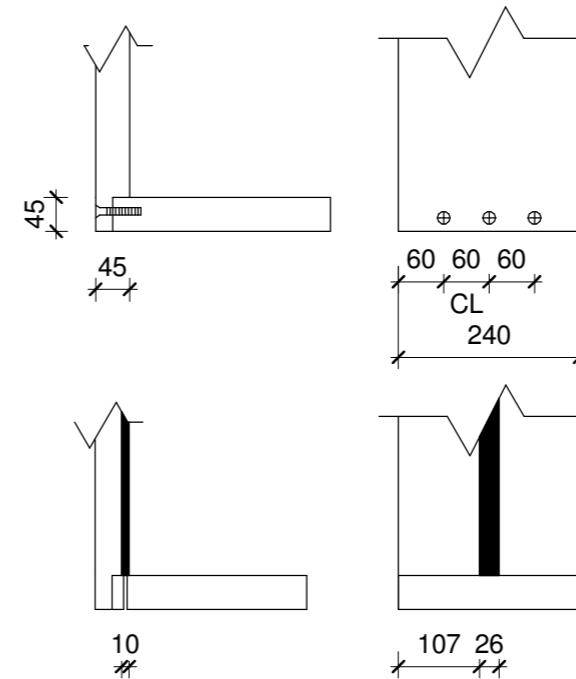
FLOOR PLAN (NTS)



## JOINERY DETAILS



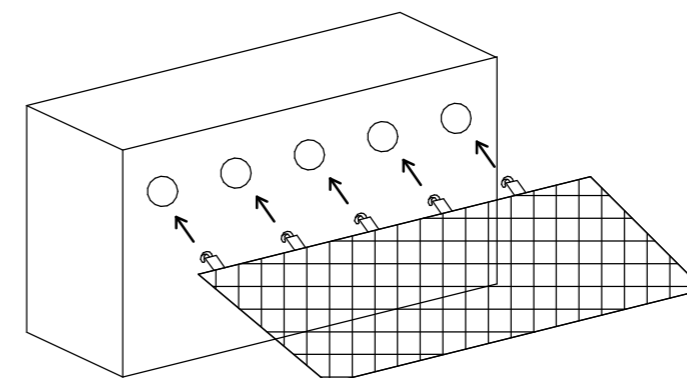
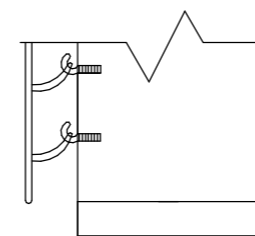
**Bottom Floor Plate:**  
The structural build of the flooring systems will be similar to the pallet itself, all top facing timber slats will be placed flush together.



**Timber posts:**  
Cut groove into vertical post for horizontal post to slot into place and screw into place.

**LED Lights:**  
On every second post there will be LED strip lighting. These posts will need to be routed to fit a 10x26mm slot. services re-ticulation will run underneath and into the flooring system.

**Hemp Rope:**  
To secure the rope, steel eye hook screws will need to be fixed along the edges of the timber posts.



**Trampoline Lounging Area:**  
The trampoline netting can be removed during the day and put into place of an afternoon. To secure it into place, the timber on the perimeter of the seating area has routed holes to allow for the trampoline springs to hook into place.

## JOINERY

1 1 : 20

- The POS joinery will be made from ecoply, have 2 shelves and can be lockable. On two sides there will be digital display screens installed into the joinery. services will run below into the raised floor and all exposed power cables will have a cover strip on top.

- All informative details about the tenant, installation and collaborations between charity and products will be displayed here.

- The Yooge yarn wall is an interactive space where patrons can include themselves in the process of weaving a knitted blanket, with the intention that all blankets made during the time of the installation will be donated to Beddown for their next Pop-up accommodation in Brisbane.

- The Yooge yarn will be secured and hung vertically by timber hooks and knotted into place, then patrons choose a colour and attach their weave horizontally, then knot to secure.

- Fun and Inclusive.

