

WESTFIELD LIVING SCHEME

by stillalive



COOKIE THE BAR & RESTURANT

Key words: Casual | Storybook |
Histroical

COOKIE



UNIQLO

Key words: Simple | Quality |
International | lifewear |
E-commerce



POLLON FLOWERS

Key words: Casual | Histroical |
Artistic Style



Westfield living scheme

Pollon flower
Cookie
Uniqlo





C M F

Brand qualities and characters are expressed through visual elements as well as the program and narrative we created. We have decided there will be three layers of program activated by each brand in Westfield, three scales we may say. Pollon flower becomes the context, Cookies structures the project and Uniqlo as the service.

POSITION OF STRATEGY

UNIQLO- SERVICE SYSTEM / COLLABORATION PLATFORM

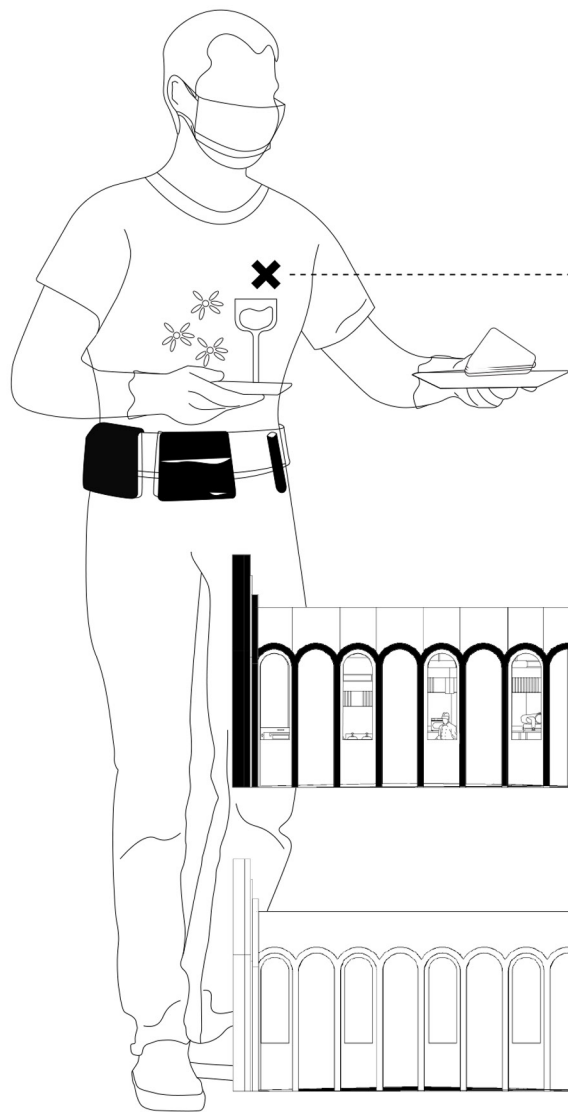
1. Uniqlo is the biggest brand out of the three. It participates in the retail from two ways: clothes collaboration with Pollon flower and the unique service system. The service is inputted in our retail is through the staff member, which produce movement and connect the mall as one.

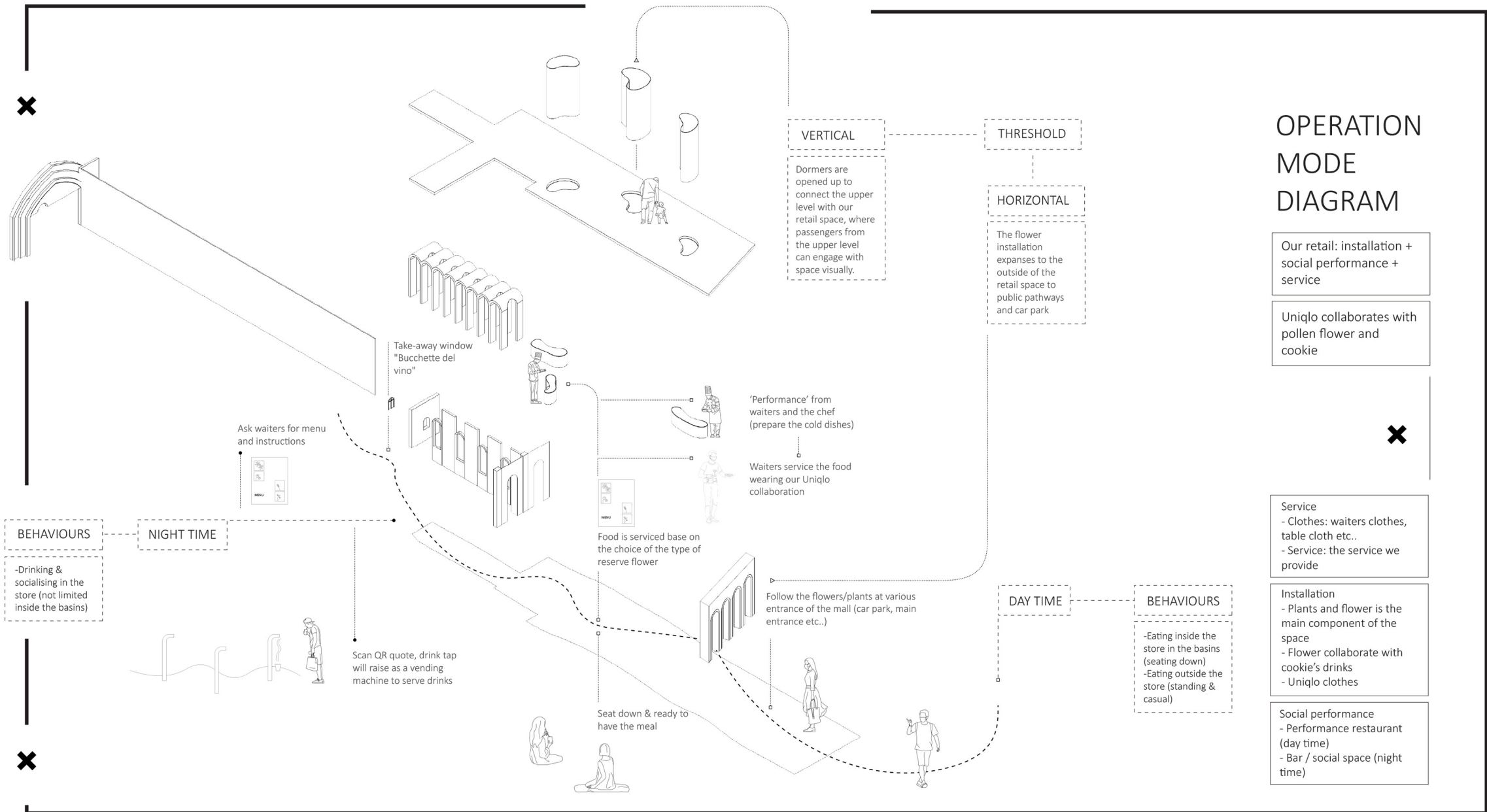
COOKIE- SOCIAL PERFORMANCE

2. Cookie reflects in our retail space as a casual restaurant and bar, which offers socialise opportunity to the guest. The terrains and basins create the idea of narrative though the level of altitude as opening, climax and ending. Additionally, Cookie collaborates with Pollon flower to release specially made flower drink, which is also served in the store during day and night time.

POLLON FLOWER- BACKGROUND / ENVIRONMENT / CONTEXT

3. Pollen flower reflects in our retail as the threshold breaking the horizontal boundaries.





OPERATION MODE DIAGRAM

Our retail: installation + social performance + service

Uniqlo collaborates with pollen flower and cookie

Service
 - Clothes: waiters clothes, table cloth etc..
 - Service: the service we provide

Installation
 - Plants and flower is the main component of the space
 - Flower collaborate with cookie's drinks
 - Uniqlo clothes

Social performance
 - Performance restaurant (day time)
 - Bar / social space (night time)

VERTICAL
 Dormers are opened up to connect the upper level with our retail space, where passengers from the upper level can engage with space visually.

THRESHOLD

HORIZONTAL
 The flower installation expands to the outside of the retail space to public pathways and car park

BEHAVIOURS
 - Drinking & socialising in the store (not limited inside the basins)

NIGHT TIME

DAY TIME

BEHAVIOURS
 - Eating inside the store in the basins (seating down)
 - Eating outside the store (standing & casual)

Ask waiters for menu and instructions

Take-away window "Bucchette del vino"

'Performance' from waiters and the chef (prepare the cold dishes)

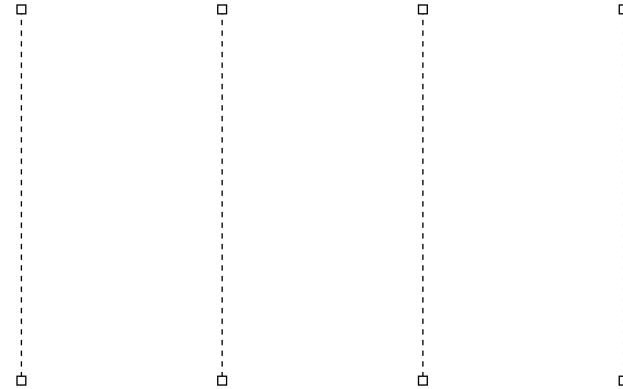
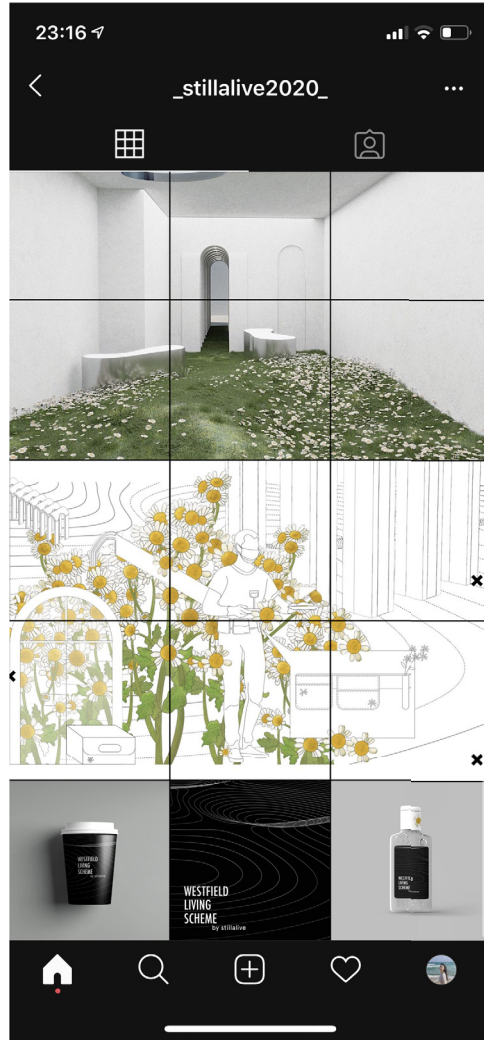
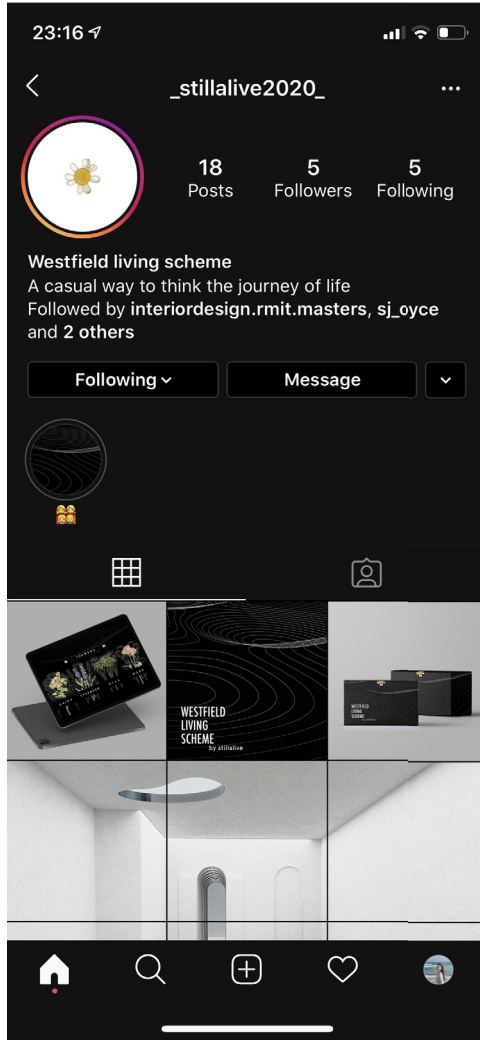
Waiters service the food wearing our Uniqlo collaboration

Food is serviced base on the choice of the type of reserve flower

Follow the flowers/plants at various entrance of the mall (car park, main entrance etc..)

Scan QR code, drink tap will raise as a vending machine to serve drinks

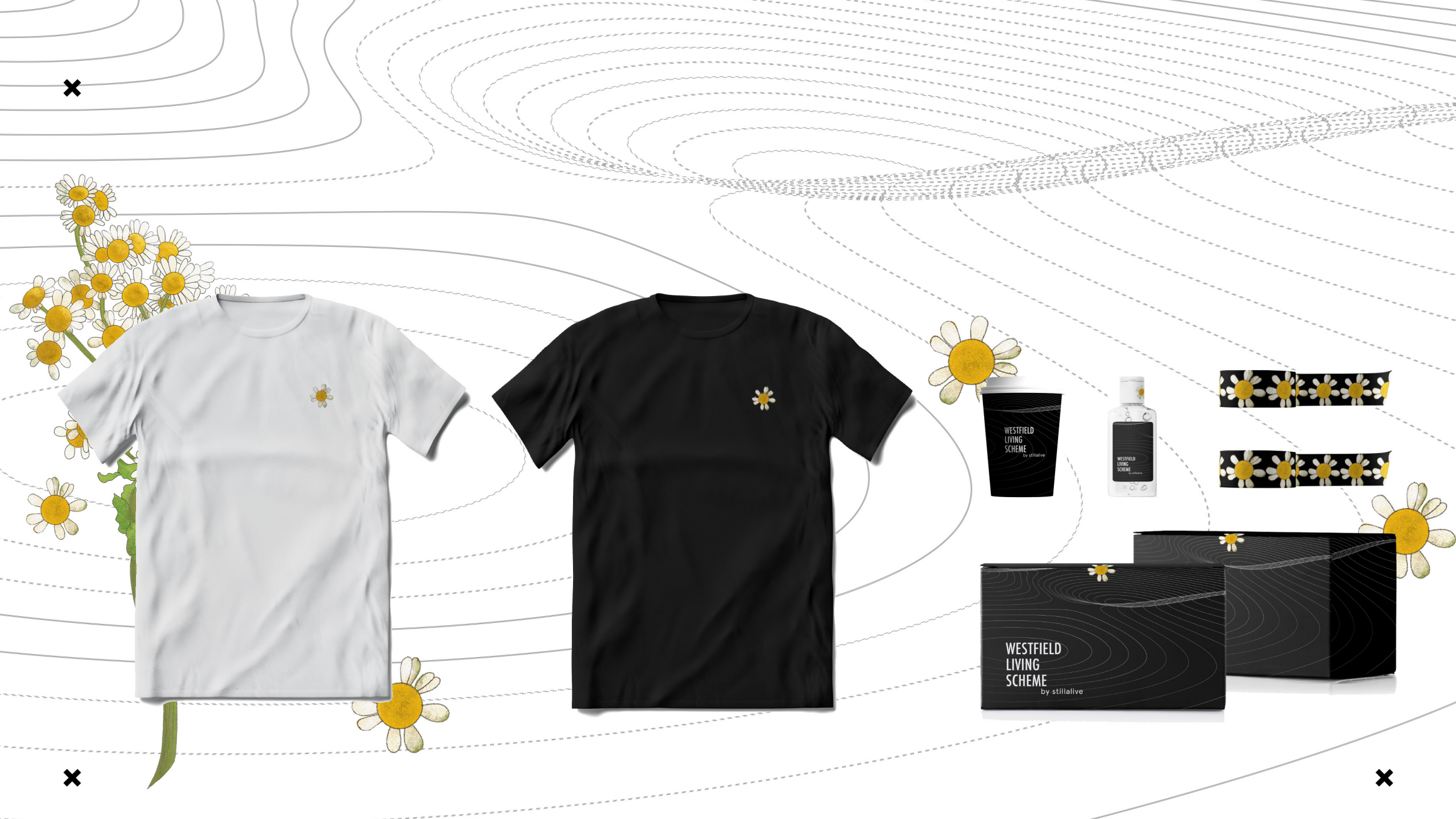
Seat down & ready to have the meal

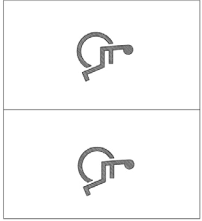
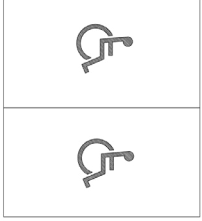


VIRTUAL PROGRAM

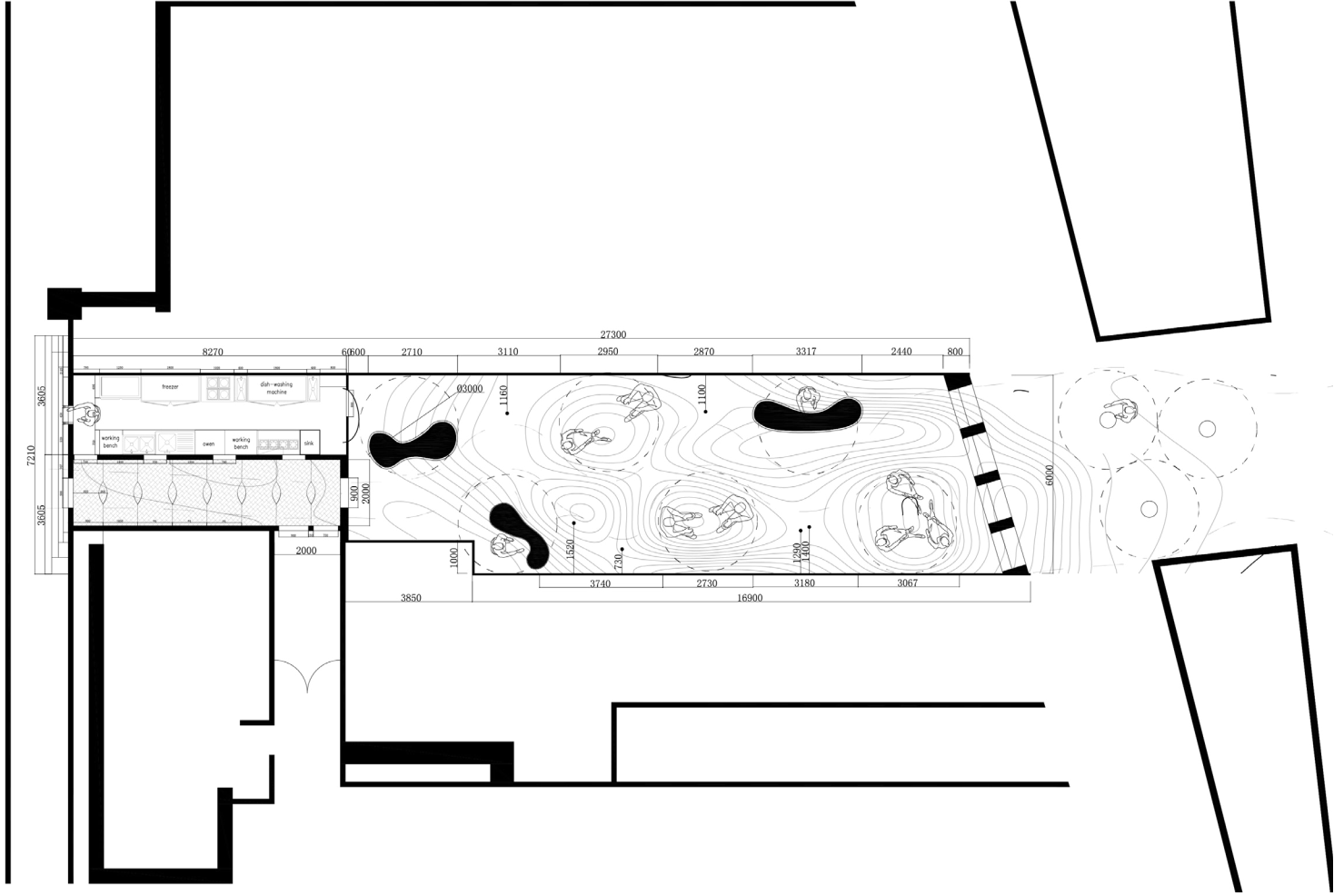
We are trying to communicate the brand with integrated virtual and actual programs, including using social media such as Instagram, AR, online order and delivery system. We are generating and enhancing social connection for the brand and the client through interaction from these programs.



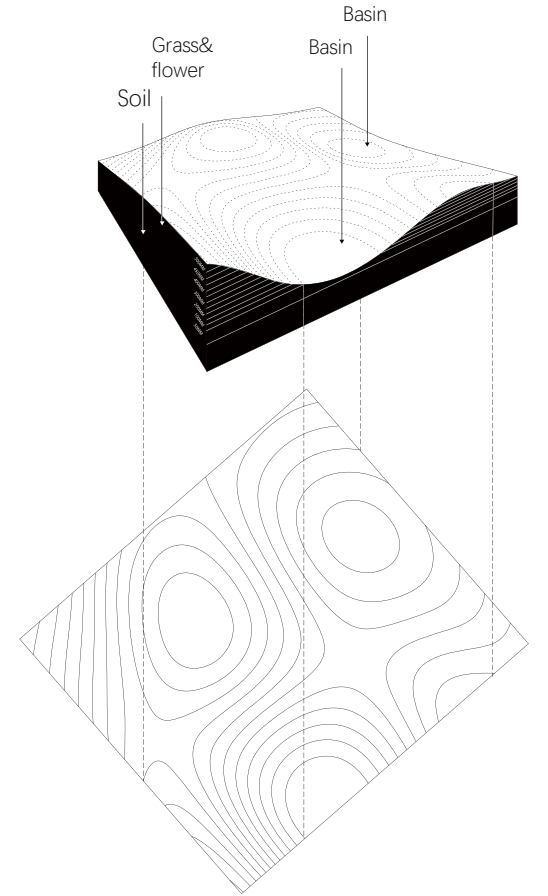


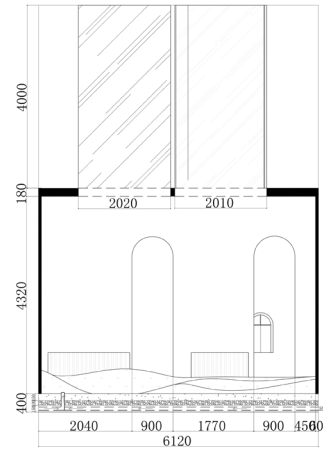


FLOOR PLAN



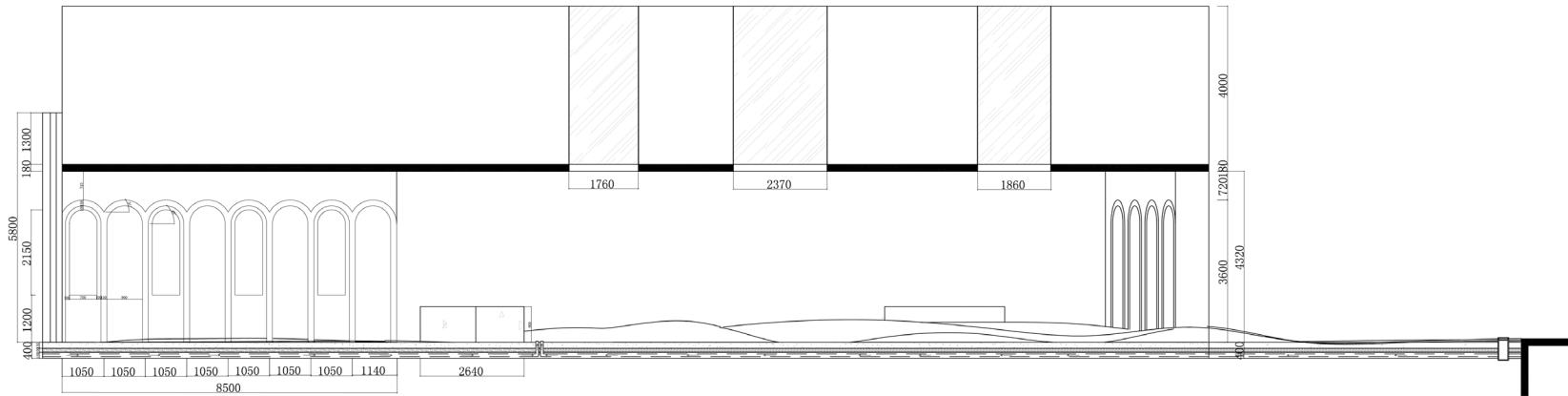






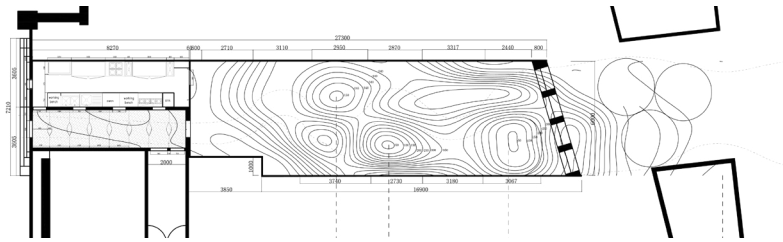
Section B-B

SECTION

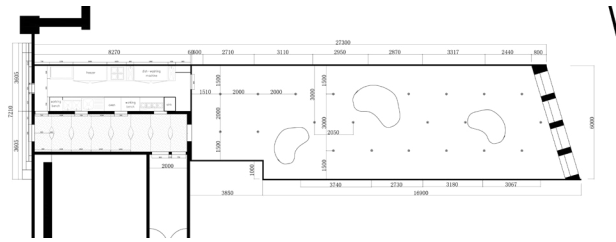


Section A-A

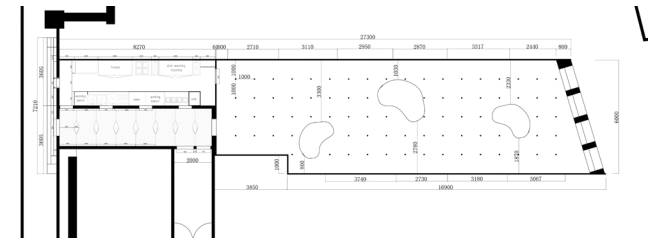




Contour floor plan

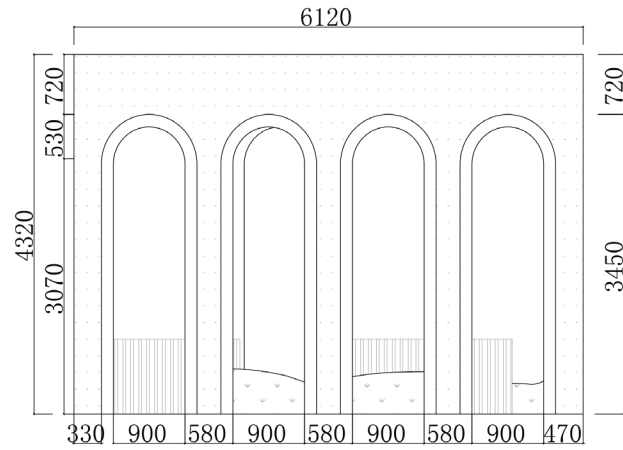


Elective ceiling plan

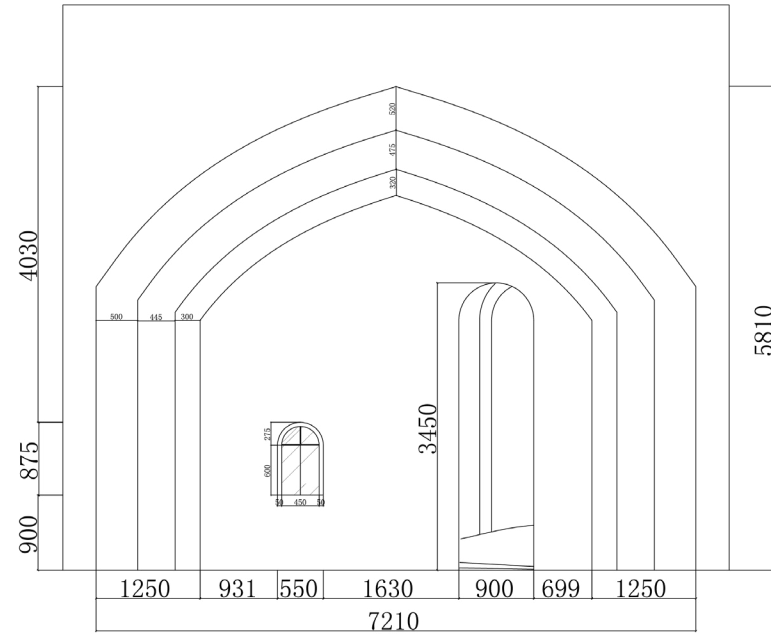


Reflective ceiling floorplan





Front door elevation

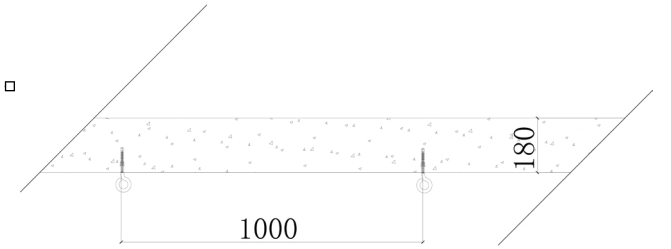


Back door elevation

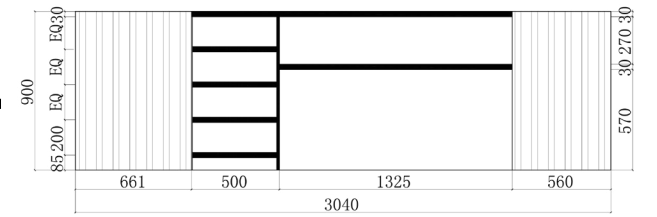




DETAIL DRAWING



Screw detail



Service bar detail

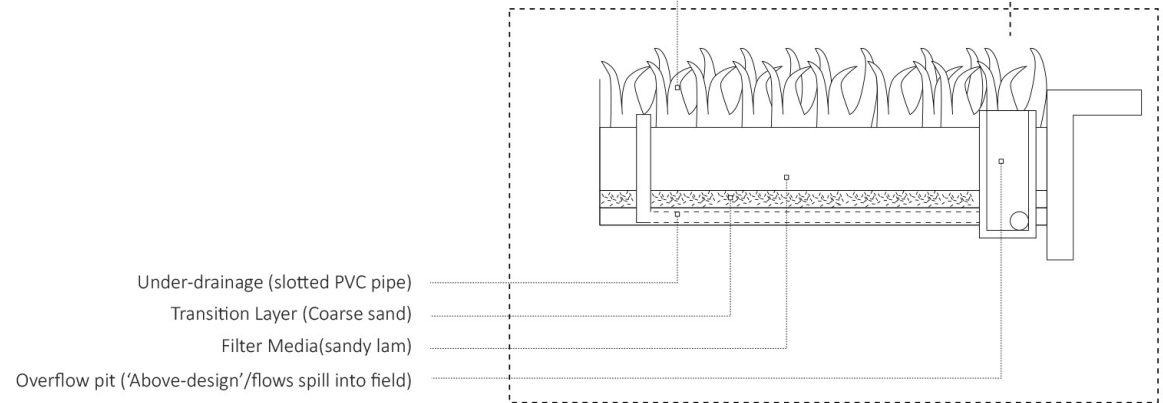




INDOOR LANDSCAPE SECTION



Vegetation



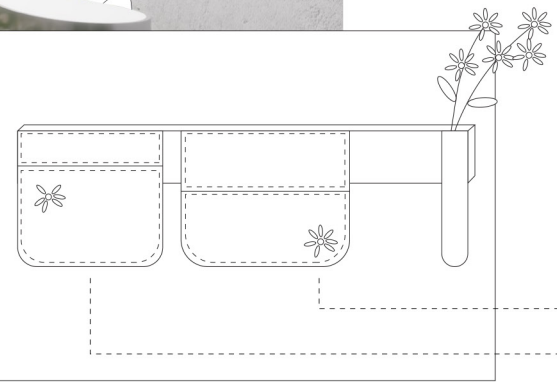


JOURNEY



The journey and the narrative of the space are assembled to the audience, by the path we designed, the smell, look, taste in the space, the textural from our foot and the soundscape of our activity, interaction and environment.

EXPERIENCE U N I Q L O



The Uniqlo limited collaborate clothes are displayed by the staff member

Dry flower

iPad- menu and order clothes

Napkin, sanitise products, cutlery

EXPERIENCE C O O K I E



We have inserted two stations for chefs to perform their skill, provide their creations to visitors experience in the site. Visitors can order a special meal; each of them is named and prepared with a type of flower. Without knowing the exact dishes, raising curiosity and expect the unexpected, almost like Alice's tea party in wonderland, here we are presenting the story curve for this journey.

THE MENU



THE MENU

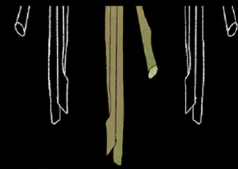


DAISY

LAVENDER

DILL

ROSE



All the chosen flowers are edible. Daisy and rose are more commonly used in food and drinks. The flower language of dill flower and lavender are more felicitous for our retail in the pandemic situation. Daisy: Happiness, hope and peace
Rose: love
Dill flower: Calm, comfort and heartwarming
Lavender: waiting for the miracle

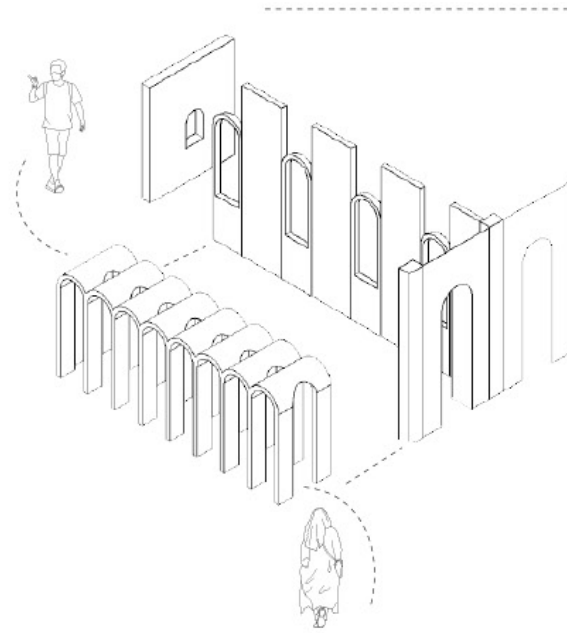
EXPERIENCE C O O K I E



Cookies, structure the program for space, suggesting opportunities for social encounter.

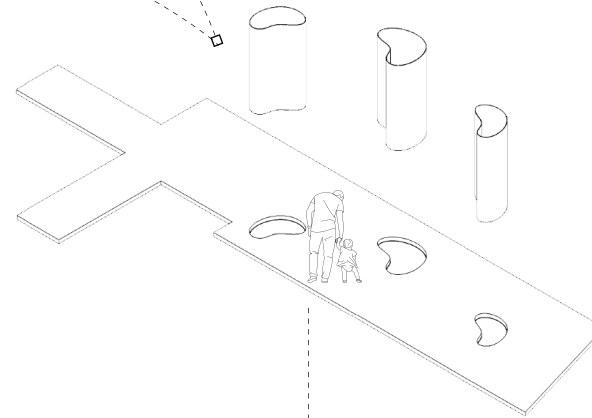


T H E I N - B E T W E E N



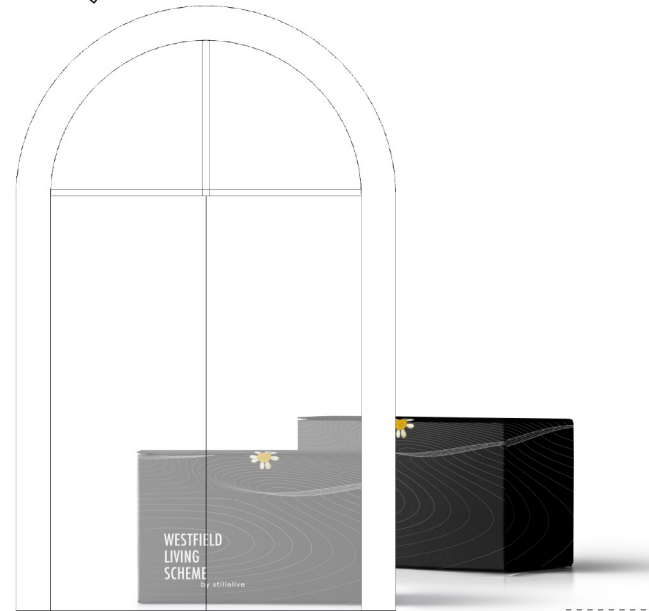
Spatial elements of Pollon flower also reflects in the facade inserts in both entrance, form, and material gently transform also to reflect the visual narrative of Uniqlo. Invert and introduce our journey.

VERTICAL THRESHOLD



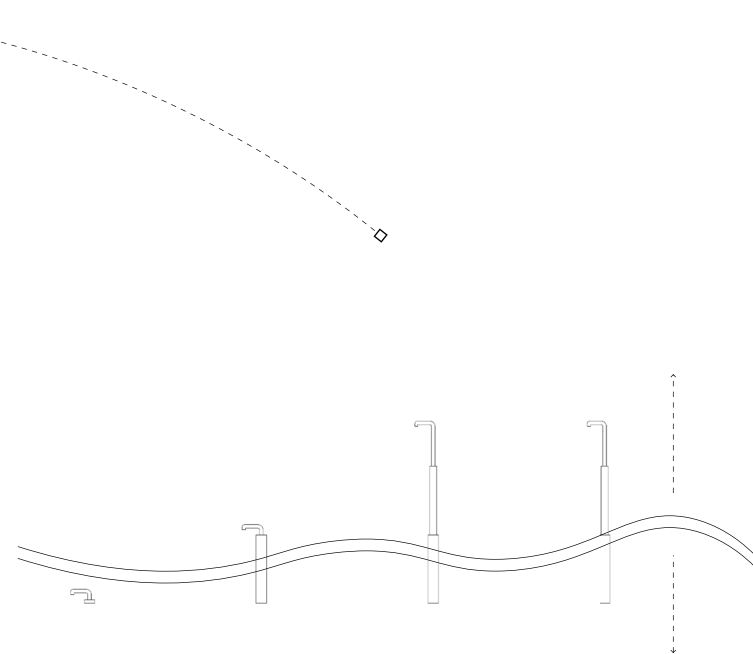
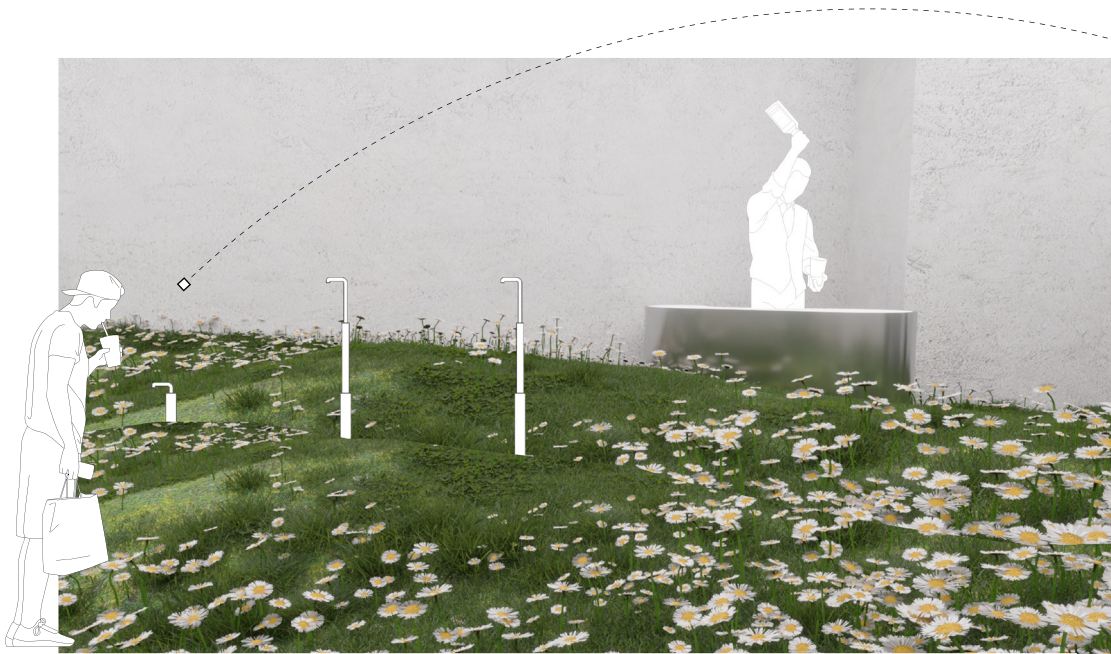
Spatial elements of Pollon flower also reflects in the facade inserts in both entrance, form, and material gently transform also to reflect the visual narrative of Uniqlo. Invert and introduce our journey.

MINI GATE - BUCCHETTE DEL VINO



There is also a mini gate towards the car park side, for takeaways and drive through. The mini gate is also paying respect to the design of Pollon flower Melbourne store and influenced by historical precedent. Bucchette del vino, Florence's medieval wine windows used during the plague.

THE DRINK TAP



At night, space dedicated to social connection, 'drink tap' raise up, state the night has begun. We are holding events, performances, movie night, things we can do in our living room, leave possibilities for further development in the occupation of the space.









WESTFIELD LIVING SCHEME

by stillalive

This collaboration project by us, the StillAlive group, intends to explore potentials in the current retail model, produce a retail space that celebrates and integrates qualities of our three brands; Uniqlo, Pollon flower and cookies bar while satisfying COVID-19 restrictions and requirements of Westfield Doncaster.

We are presenting a retail space that communicates concepts of a casual way to think the journey of life. A space that performs as a 'living room' for our audiences who visit Westfield Doncaster, transfer the term retail, blurry the boundary between consumerism and living.

During our research, we recognised that there are unique brand characters that we need to communicate, for Pollon flower, it is the creative artistic event they are presenting; for Cookies, it is the concept of storybook and narrative, and for Uniqlo, it is quirky and simplicity. There is a character that appeared in all three brands, the concept of casual, approachable, comfortable and hospitable.

Brand qualities and characters are expressed through visual elements as well as the program and narrative we created. We have decided there will be three layers of program activated by each brand in Westfield, three scales we may say. Pollon flower becomes the context, Cookies structures the project and Uniqlo as the service.

We are using Uniqlo as adhesive to generate connections for all three brands, as it has collaborated with many other businesses and individuals, across different fields. Uniqlo will become a media for promotion and marketing, hold and merge three brands into one, produce a visual consistency without compromise too much on their distinctive characters and values.

To some perspective, with the growth of e-commerce, this consumerism insertion has already deeply embedded in our daily life. But now, this pandemic forces us to immerse with it, the virtual feature in this project is also intended to discuss if we could find a balance, or if there is need to be aware of this change. Brand such as Uniqlo has already embarrassed the advantage of digital technology; their strategies are focusing more on online retail, which is suggested will increase the efficiency for both supply chain and design process as the client feedback is instant. We are looking for to adapt this change, exploring possibilities in the retail model for our brand.

Based on this understanding, we have assembled programs, to occupy the space and to communicate a positive image of our brands. We are trying to communicate the brand with integrated virtual and actual programs, including using social media such as Instagram, AR, online order and delivery system. We are generating and enhancing social connection for the brand and the client through interaction from these programs. We have also included a branding package, including cups, package material and social media account; these act as figures intended to connect our audience.

The space also holds events at a different period, turning into a bar, performing mini-concert or stand-up comedy at evening, we will control and maintain COVID-19 restriction using our QR code system, control number of people in space and contactless payment and drink service.





The largest business, Uniqlo, will be the 'smallest', the most intimate to the audience, the strength and the focus of this brand is to provide supreme service and customer experience. Thus, we decide to concentrate the quality and the service of Uniqlo into the staff in the space. Here, the staff is everything about Uniqlo; we are making them living, walking Uniqlo store, an intimate experience. Then cookies, perform in the space, it's concept of storybook structure the spatial experience, providing magnificent food & drinks to those who need it, support the sense of living. Last but not least, Pollon flower, act as the context, give everyone a reason to respite, project its influence across Westfield Doncaster, connects the outside environment with inside retail structure, soften the boundary of the street, it promotes us to think the potential of transferring retail into a living experience.

The journey and the narrative of the space are assembled to the audience, by the path we designed, the smell, look, taste in the space, the textural from our foot and the soundscape of our activity, interaction and environment. The journey begins with the facade; it is an introduction and trigger of curiosity, the contrast creates not only by visual element but virtual, the smells of grass, flower and even drinks, sounds generated by the air and leaves, activities and interaction become a performance. The story carrier on by the texture of the terrain, enhanced smell and sound, story curve produce with the intersections in the path and ends slowly with an echo of our memory.

Pollon flower performs as the context for us. Extended influence and notion the existence of the project across Westfield. We decided to fill the space with living plants and flowers, cover the floor with earth, and form a terrain, allow these plants and flowers to grow on the floor, to bloom and to wither. Express spatial and brand qualities of Pollon flower. We have organised a path that we believe must suitable for the experience, fulfilling the social distance rule, these plants and flower will also perform as barriers that separate and indicates social distance, and generate a journey.

The terrain designed with a maximum height of five hundred millimetres, the height gently raise and drop, so that it is safe for most of us to walk on and still creates strong contrast with the surrounding environment. With the social distance in mind, we have selected three spots, intentionally make these the lowest section of the whole space; basin, we called it, the form generates a settler barrier, suggesting the boundary between private and public and intended to invite occupation. These are the sofa, the coach; these basins are the indicator of this sense of a living room. Visitors are welcome to sit there, ordering food and drinks from cookies and share their story with their friends. The size of these basins is enough for two to enjoy at the same time while satisfying social distance restriction.

Uniqlo performs the service, A selected collection of Uniqlo cloth, including their special collection for this collaboration, will be inserted on the staff and with the flower and the drink, through activities performed by our staff members, space becomes a white cube, a stage that exhibits the brand of Uniqlo. Uniqlo staff will introduce and offer service to the client, using specific equipment, a pocket belt of everything they need.





Cookies, structure the program for space, suggesting opportunities for social encounter. Selected drinks from cookies bar will be placed in designated areas with the flower through water taps, and the audience can pay contactless with a device nearby, enjoy their drink with their own cup or environmental friendly reusable cup they purchased.

Spatial elements of Pollon flower also reflects in the facade inserts in both entrance, form, and material gently transform also to reflect the visual narrative of Uniqlo. These also present Cookie's activities into frames, invite and introduce our journey to the public.

We have inserted two stations for chiefs from cookies to perform their skill, provide their creations to visitors experience in the site. Visitors can order a special meal; each of them is named and prepared with a type of flower. Without knowing the exact dishes, raising curiosity and expect the unexpected, almost like Alice's tea party in wonderland, here we are presenting the story curve for this journey. The dishes are served in an environmentally friendly container; the client can decide if they want to eat inside the space or takeaway. There are also three dormers on the top, open up the ceiling, allowing visual connection with the upper level, provides different perspectives, frame key moments and program happening, advertising and promote the space.

We also have a professional stranded kitchen, located next to the entrance near the car park; this allows Cookies to provide any food they want, continue inventing with no limitation. There is also a mini gate towards the car park side, for takeaways and drive through. The mini gate is also paying respect to the design of Pollon flower Melbourne store and influenced by historical precedent. Bucchette del vino, Florence's medieval wine windows used during the plague.

At night, space dedicated to social connection, 'drink tap' raise up, state the night has begun. We are holding events, performances, movie night, things we can do in our living room, leave possibilities for further development in the occupation of the space.

At the beginning stage of this project, we decide not to place any staff member in the space to satisfy the health & safety requirements; make this retail space entirely self-service and in a way, drive through. Besides the drink from cookies, the audience can not take any item home, they can place an order online at the site, and these will be delivered or pick up in a specific location. But we thought we might challenge it a bit; we will have staff providing service, we will enhance and focus on the social connection aspect of the retail, we will make it a living room.

This journey integrates lifestyle that each our brand represents, and we intend to communicate not only through visual but virtual cues, buried in our audience's mind. For our brands, we are providing opportunities for them to explore different retail models; Uniqlo exploring integrated virtual/actual service, condense Uniqlo retail experience in a person, Cookies expanding its field into events program, intervention and e-commerce, Pollon flower extend its strength of the event, explore methods of communication. Each brand will absolve and learn strength from others, and hopefully, these will make them better, grow with their audience and society.





Meeting 1-2020/08/17 // 8:00 PM // 24 mins
agenda: Research work distribution
Pollen flowers: Yiran | Uniqo: Yang & Joyce | Cookie: Rachel

Meeting 2-2020/08/19//6:00 PM // 60 mins
Agenda: 1. Go through previous research. 2. Provide feedback & discuss on concept thinkings. 3. Disturbed precedent and concept thinking & sketch works
concept thinking & sketch & precedents: one per person

Meeting 3-2020/08/20//14:00 PM // 30mins
Agenda: 1. Go through all the works have done. 2. Provide feedback to each other

Meeting 5-2020/08/24//8:00 PM // 60 mins
Agenda: 1. Go through previous research. 2. Discuss on concept thinkings. 3. Disturbed concept sketches & floor plan

Meeting 4-2020 / 08/26 // 5:00 PM // 60 mins
Agenda: 1. Go through previous floor plan. 2. Provide feedback & discuss on concept thinkings. 3. Disturbed precedent and concept thinking & sketch works
work distribution:
Rachel - cmf moodboard
Yang - 3D sketch
Yiran - Water tape Sketch
joyce - Vertical Threshold Sketch

Meeting 5 - 2020 / 08/27 // 1:30 PM // 60 mins
Agenda: 1. Go through previous floor plan. 2. Provide feedback & discuss on concept thinkings.

Meeting 6-2020 / 08/31 // 10:00 - 12:00 PM // 120 mins
Agenda: 1. discuss retail operation mode 2. floor plan design
work distribution:
joyce - finalise floor plan
Rachel - written operation mode
Yang - start 1500 words
Yiran - operation diagram

Meeting 7-2020 / 09/02 // 3:00 - 4:00 PM // 60 mins
Agenda: 1. discuss retail operation mode 2. floor plan design
work distribution:
joyce - finalise floor plan
Yang & Rachel - 3D model / Draft diagram
Yiran - flower design

Meeting 8-2020 / 09/03 // 2:30 - 4:30 PM // 90 mins
Agenda: 1. discuss design
work distribution:
joyce - change & finalise floor plan
Yang - 3D model, line drawing
Rachel - finalise words operation diagram & 3D model finalise
Yiran - 4 types of flower design & staff clothes & menu design

Meeting 9 -2020 / 09/04 // 1:30 - 2:00 PM // 30 mins
Agenda: 1. discuss design
work distribution:
joyce - instagram filter process
Yang - 3D model, line drawing
Rachel - finalise words operation diagram & 3D model finalise
Yiran - instagram filter process drawings

Meeting 10 -2020 / 09/08 // 9:00 - 12:45 PM // 3 hrs 45 mins
Agenda: 1. discuss design
work distribution:
joyce - CAD drawings (floor plan, sections, elevations and details), Branding
Yang - refine instagram filter, line drawings and refine 1500 words
Rachel - refine words operation diagram & 3D model finalise & renders
Yiran - Diagrams, illustrations & panel layout

Meeting 11 -2020 / 09/09 // 9:00 PM // 6 hrs
Agenda: 1. discuss design
work distribution:
joyce - CAD drawings (floor plan, sections, elevations and details), Branding
Yang - refine instagram filter, line drawings and refine 1500 words
Rachel - refine words operation diagram & 3D model finalise & renders
Yiran - Finalise Diagrams, illustrations, panel layout, Finalise Landscape drawing

Meeting 12 -2020 / 09/10 // 7:00pm - 1:30am // 7 hrs 30 mins
Agenda: 1. discuss design
work distribution:
joyce - CAD drawings (floor plan, sections, elevations and details), Branding
Yang - refine instagram filter, line drawings and refine 1500 words, meeting documentation
Rachel - revision words, 3D model finalise, renders, meeting documentation
Yiran - Finalise illustrations & panel layout

