

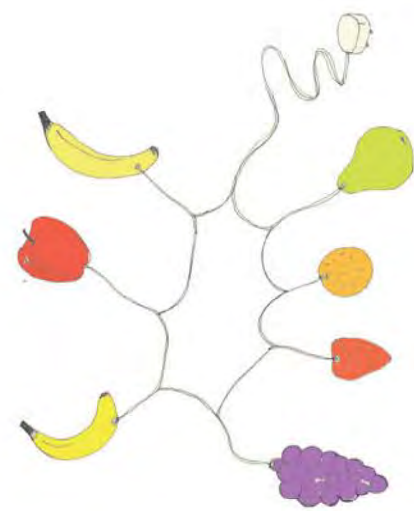
DESIGN APPROACH

The High Road in Leyton has a fantastic range of local businesses. The phased renovation of these shops has given the owners better premises and made a highstreet to be proud of.

We talked to owners when we visited the parade of shops, and they were very positive about the scheme. We want to continue this good level of communication throughout our work on the scheme.

We understand how small features can really make the most of a buildings facade, and how carefully considered design will change people's perception of a building. This experience comes from our research at university into what materials and colours can influence people's spending.

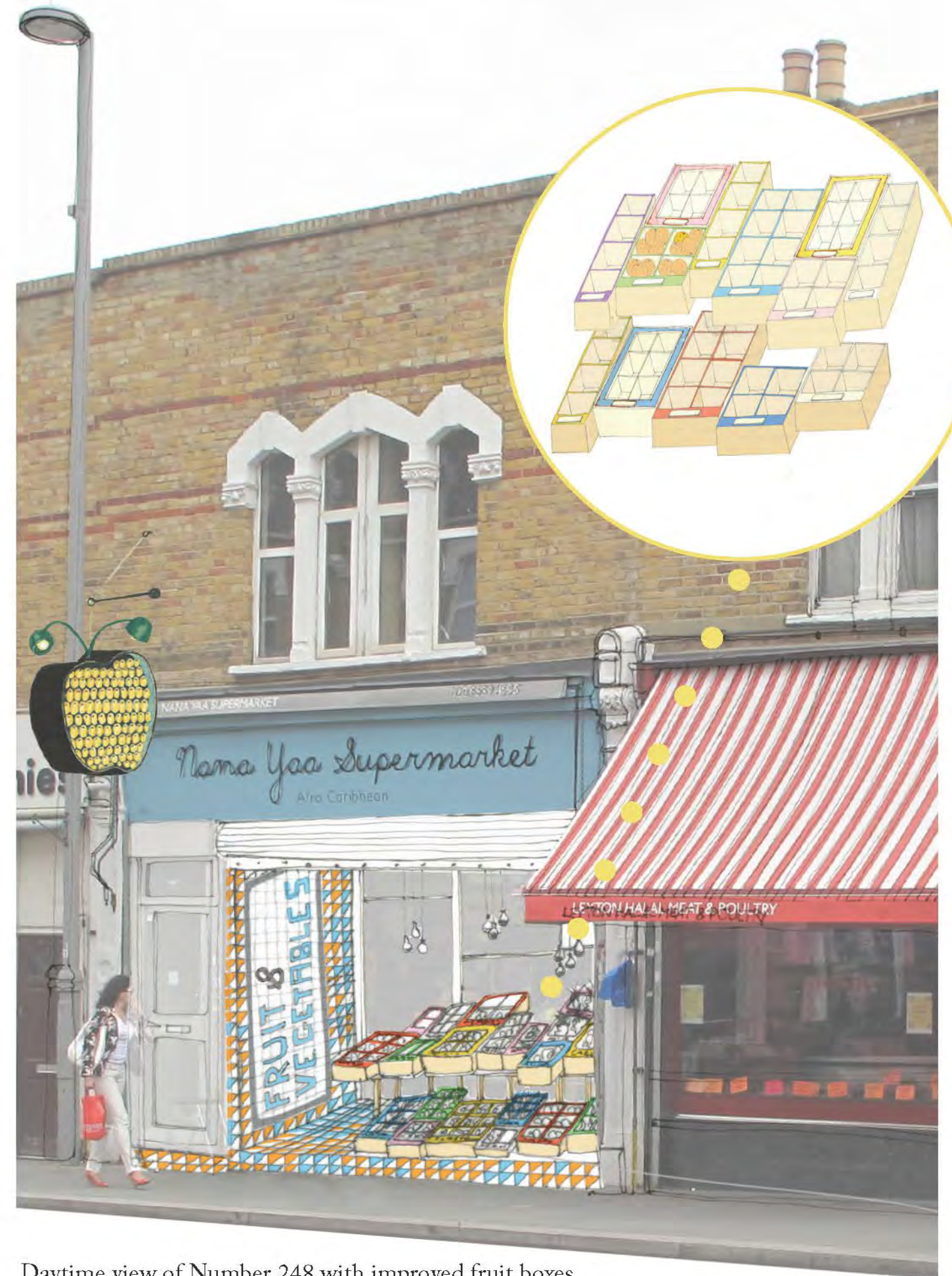
We have a huge amount of enthusiasm and drive to work on this project, as it will be our first built architectural project.



Decorative fruit lights



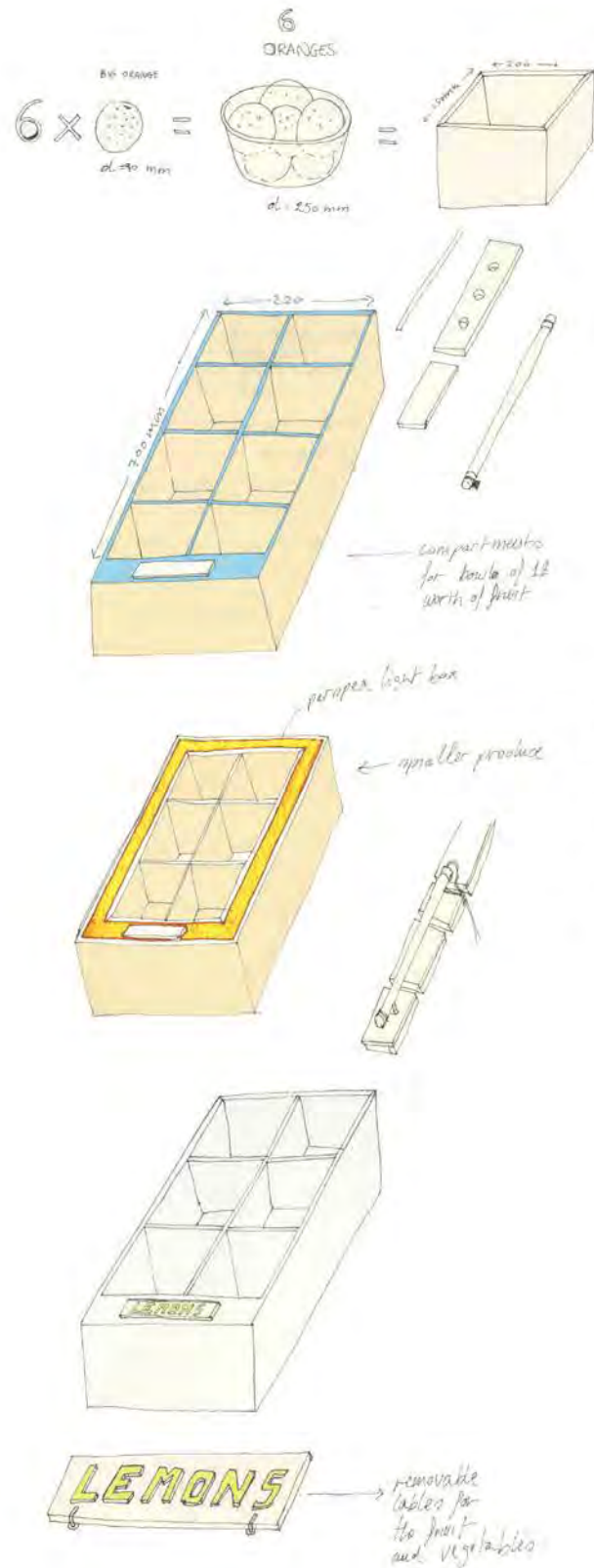
A branded paper bag



Daytime view of Number 248 with improved fruit boxes

DESIGN PROPOSAL

Three main features make up the design proposal : an eye catching fruit symbol, improved fruit boxes and a decorative entrance shutter



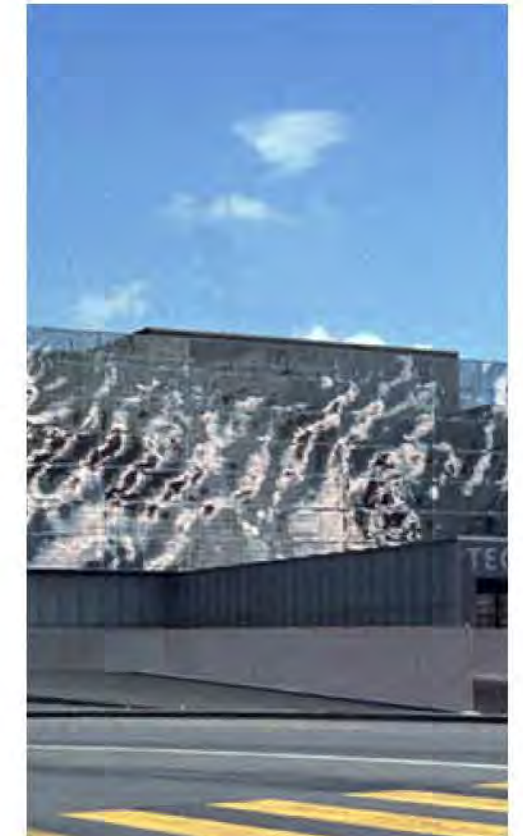
To create an eye catching symbol for the shop, we examined ways of generating movement and changing light in order to attract the gaze. Hanging mirrors set within a frame will reflect light in a variety of ways and create a constantly changing surface. This will encourage people to look at the symbol and the shop.

New, strong fruit boxes hold and protect just the right amount of fruit. Signs tell people what the fruit are, and at night the rigid boxes can be piled away. These help the shopkeeper and neaten up the front of the shop.

The decorative shutter is used when the shop has closed. The re-painting of this existing part of the building turns a security feature into a lively facade for the street. By using high contrast colours the pattern is visible night and day, while the colours tie in with the existing signage and the new symbol.



An illustration of the fruit symbol



A moving mirror facade



An illustration of the decorative shutter

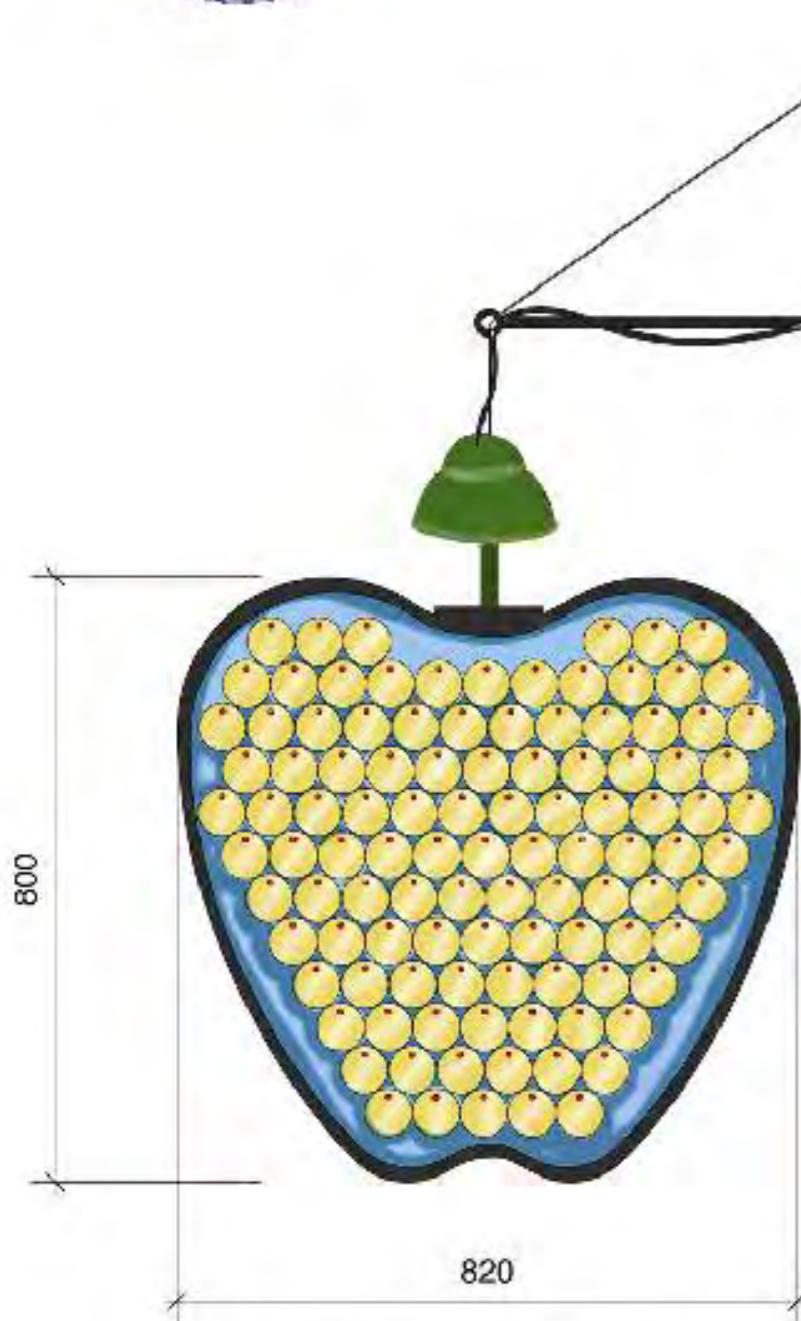


A painted shutter

TECHNICAL REALISATION



There are lots of examples of hung mirror systems - perhaps you have seen the "We Will Rock You" sign on Tottenham Court Road



An elevation of the fruit symbol

Steel cable with painted steel arm and tie back

Glue formed plywood outer frame

Inner structural frame

Fascia board

Small bore screw with un-threaded shank

Lasercut perspex mirrors

Glue formed plywood outer frame



An section through the fruit symbol



Nighttime view of Number 248