

SLOW FASHION STATION

PROJECT DESCRIPTION

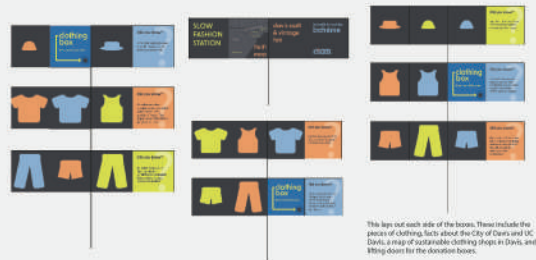
The mission of the Slow Fashion Station is to educate users about sustainable fashion practices, specifically the options that we have here in Davis. By integrating this station at the bike racks in front of a second-hand store, we offer our audience the opportunity to find sustainable practices in both transportation and fashion choices.

SITE EVALUATION/EXISTING CONDITIONS:



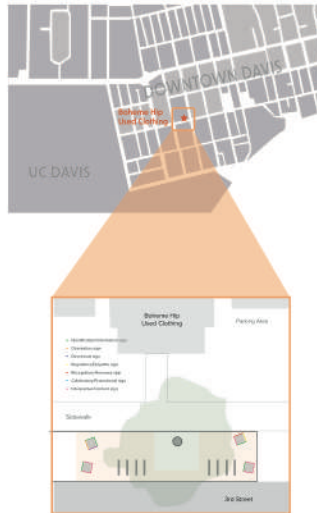
This project's site is directly in front of Boheme in Downtown Davis. Boheme Hip Used Clothing serves as one of Davis's few thrift stores. The location on 3rd street near various restaurants on the edge of UC Davis makes it a popular spot for both students and Davis residents. Its proximity to the Davis Farmer's Market brings more traffic on especially on weekends. Additionally, due to Boheme being a thrift store, it attracts environmentally conscious people.

VOCABULARY OF SIGNS:



This lays out each side of the boxes. These include the pieces of clothing, facts about the City of Davis and UC Davis, a map of sustainable clothing shops in Davis, and listing-down for the donation boxes.

SIGN LOCATION PLAN:



AUDIENCE PERSONAS:

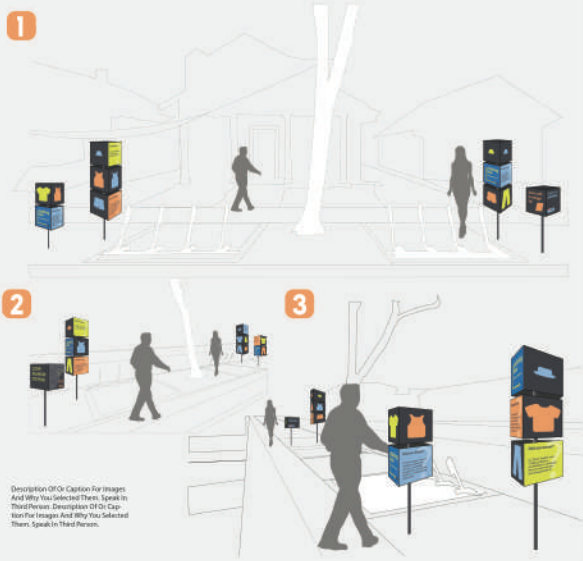
- Milachi Jones** (27, Alami, CA, Student): Milachi loves to thrift and eco-upcycling clothing. He is studying Environmental Sciences at UC Davis as a third year, and often goes to Boheme during the weekends. The design caught the eye as he was parking his bike in the new bike parking in front of Boheme. He noticed the new signage and was interested in what it was.
- Diane Chang** (21, Alami, CA, Sole Artist): As a mother of three young children and a full-time architect, Diane is passionate about sustainability. Diane has lived in Davis working for a solar architecture company for two years. The solar panels on the workshop sign caught her eye while she was parking and she decided to stop and look at the design while walking to the Farmer's Market.
- Danny Perez** (27, San Diego, CA, Student): Danny lives in San Diego and goes to college there. He is visiting Davis for a soccer tournament with his college club team. After the tournament, he is walking downtown with some teammates looking for food. He sees the design while walking by, and it sticks, and is interested to learn about Davis's sustainability history after seeing so much bike parking around the city.
- Eleanor Woodstock** (74, Alami, CA, Retired Professor): Although she doesn't bike, Eleanor walks through downtown Davis every morning for her daily exercise. On one of her walks, the design in front of Boheme was new and she had never seen it before. She's lived in Davis for over 30 years and has watched the city change over time, yet she has always felt that Davis's history of being a pioneer.

LOOK BOOK:



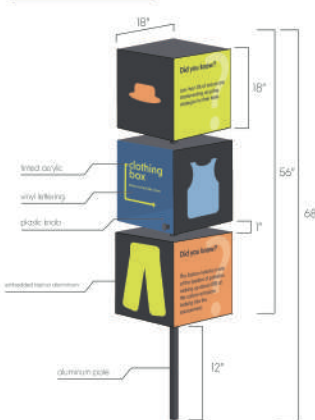
With so many effective and beautiful sign designs to the world, it was difficult to settle on one. We drew from these examples because they are creative, playful, and informative.

IN SITU RENDERINGS:



Description Of Or Caption For Images And Why You Selected Them. Speak In Third Person. Description Of Or Caption For Images And Why You Selected Them. Speak In Third Person.

SIGN DETAIL:



This visual displays specifications of one of the 3-level sign boxes. It shows dimensions as well as material placement.

FORM, PALETTE, AND MATERIALS:

TYPE:

new order semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

new order medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOR:

#19304c #19304c #19304c #19304c

Our design palette includes our designated colors for the signage. We decided to have a letter of boxes that is color-coded making the design itself interactive. One is able to mix and match 'letter' using the box signs and benefits about sustainable fashion and transportation in the City of Davis, CA.

IDENTITY:

MATERIALS:

aluminum - An aluminum pole with a diameter of 1.5 inches. The pole is a standard size and is easy to install.

acrylic - The box sign is made from frosted acrylic. The acrylic is clear and has a frosted finish.