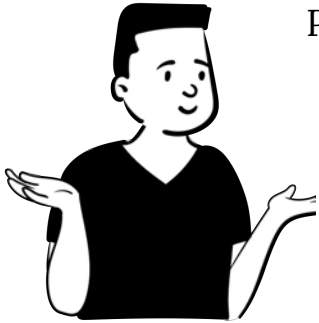


INTRODUCTION / TASTE OF HOME



PHASE/ 01. Research and Design Analysis



Person A

- Barista
- From Taiwan
- Miss stinky tofu and fried chicken
- Buys groceries and cooks instead because not many Taiwanese spots around



Person C

- Local tour guide
- Has lived in London for 50 yrs
- Went to university in London
- Thinks Chinatown has expanded for the better



Person B

- Skin care specialist
- Moved from Korea to London two months ago
- Eats out more often
- Prefers Asian food (specifically hotpot) over other cuisines
- Recommended Old Town 97

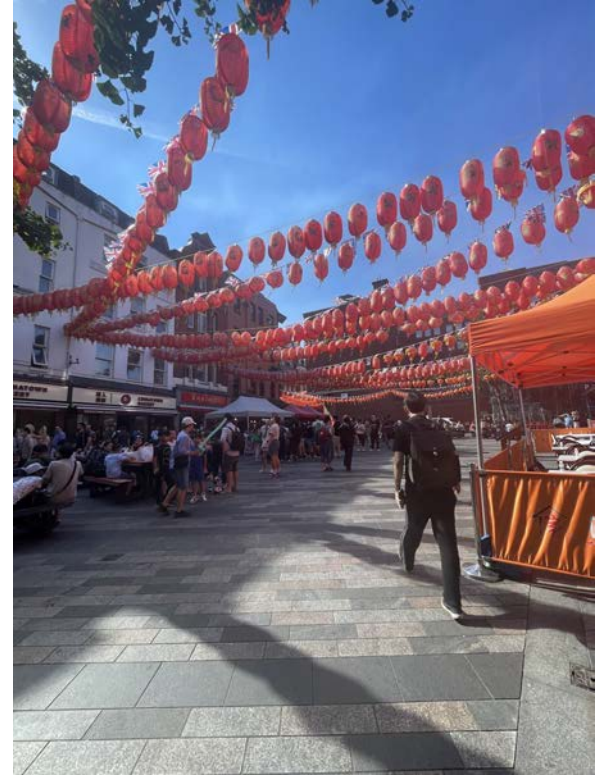


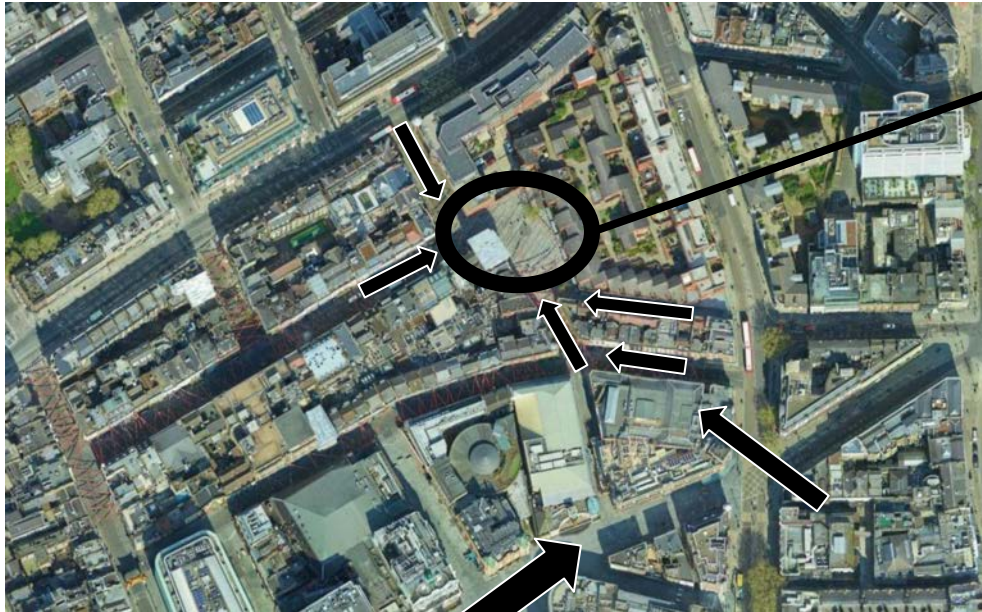
Person D

- Tourist from Italy
- Visiting London with her family
- Thinks food is good in Chinatown, but too touristy

Chinatown

Chinatown is a hub for immigrants of different cultures, like people from China, Hong Kong, Korea, Japan, Taiwan, and more. The large settlements of restaurants allow for more opportunities for collaboration to reduce food waste. This location's high foot traffic of tourists, locals, and students can be leveraged to attract more attention. The exhibit will have something to offer for everyone.





Al Fresco Square

- Picnic tables
- Near dessert alley and tea shops

Incoming foot traffic from London Underground

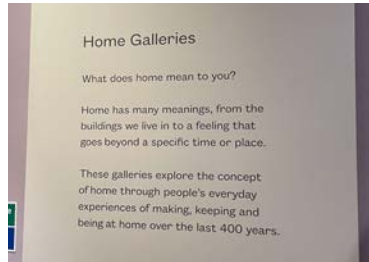
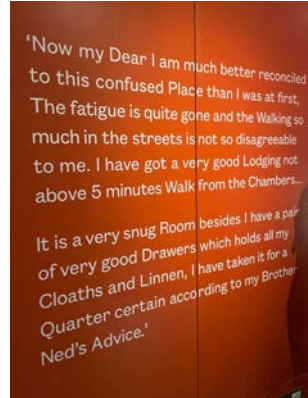
Incoming foot traffic from Piccadilly Circus

Empty storefront for pop-up:

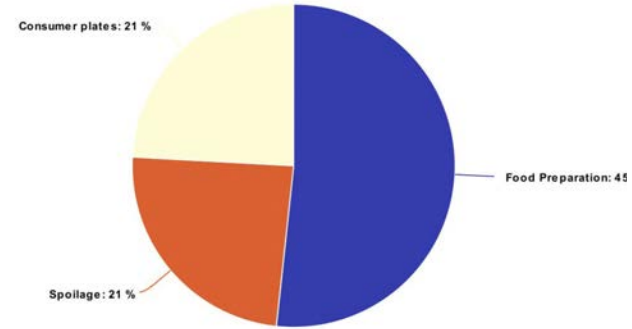


Bottom floor only

Section off front area for
exhibit, use back for
storage



Museum of Home features and creates a community by sharing and connecting individuals from different walks of life.



Data from WRAP
Total UK waste is 45% from food preparation

Freeedge helps reduce food waste/insecurity and build community by allowing anyone to take or food.

Marketing

- Posters in public and the featured restaurants
- Flyers around the city
- Social media feature on @chinatownlondon
- Promotional advertisements in university
- Senior homes
- Tour guides promoting the exhibit to their clients



PHASE/ 02. Concept and Design Proposal

Purpose

- Storytelling about family restaurants
 - Local, family-owned restaurants donating cooked food
 - Spread publicity about restaurants to boost local business
 - Build community through sharing different cultural foods
 - Create intimacy through community with local foods some immigrants are familiar with
 - Month-long pop-up
- Large walk-in “fridge” giving out restaurant leftovers (not temperature regulated)
 - Shelves replicating fridge shelves
 - Images and story description about food how it reminds family owners of home
 - Shelf below description has mini fridge containing food exemplified from shelf above
- Map directory at window front where people can put sticker dots on “which restaurants remind you of home”
- Front door replicates fridge door

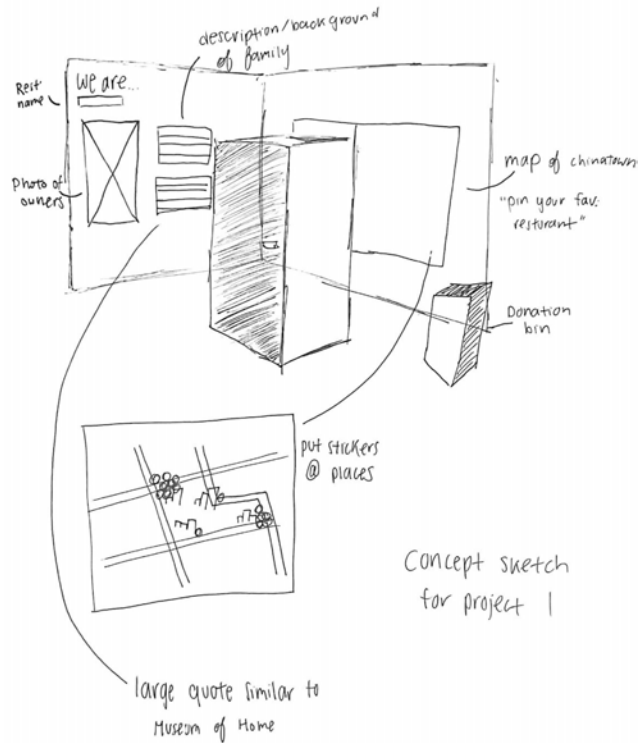
Goals

- Recognize diversity of Chinatown and surrounding neighborhood
- Enhance community through sharing of foods from different cultures
- Strong connection to food and home with individual + family
- Generate intimacy between people and food
- Support small, local businesses

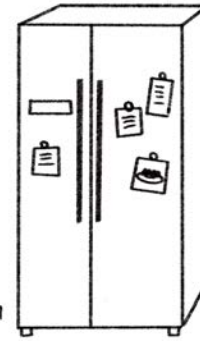
Accessibility and Inclusion

- Label foods with allergens and dietary restrictions
- Include ingredients list of recipe in description
- Include translations of signage and ingredients list
- Wheelchair accessible access
 - Mini fridge at reachable level
- Sturdy, long vertical handles for easy fridge opening

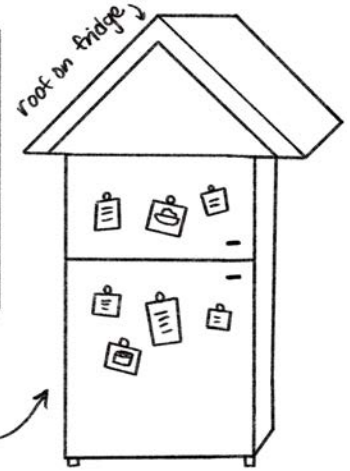
Initial



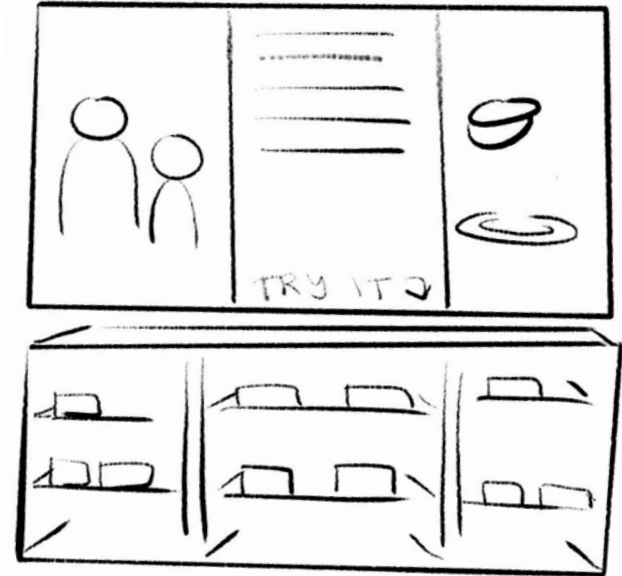
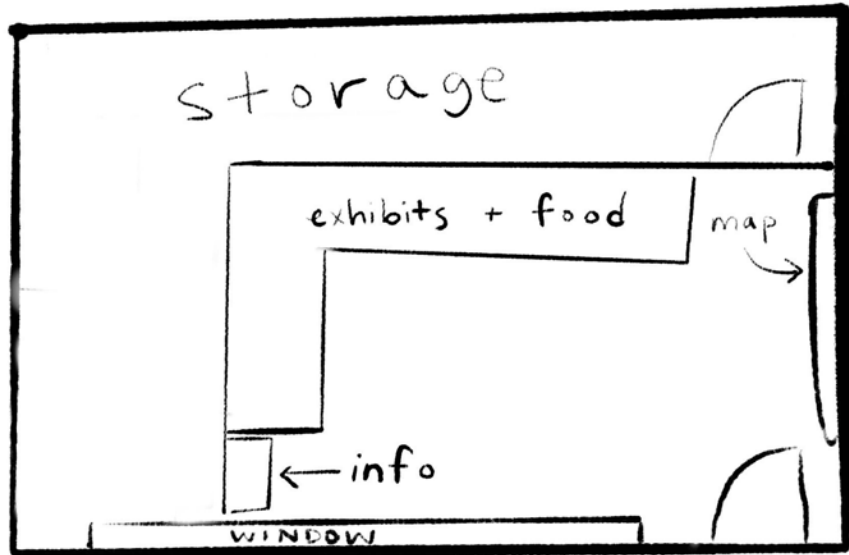
OPEN fridge top and bottom
- have vegan options as well



PEOPLE can stick favorite dishes onto the giant fridge



Final





African/American: Making the Nation's Table

Exhibit at NY Museum of Food and Drink

Mapping legacy businesses (50+ yrs of serving the community)



Costco: Large Walk-in Refrigerator

Rooms with shelves of produce and food that needs to be refrigerated

People can walk into the cold room and buy the products

In the garden

In 2007, photographer Sophie Verhagen met a group of Hackney elders through a gardening project managed by Anchor Trust.

The people she photographed found great solace and comfort in their gardens, but struggled to maintain them in old age. Her intimate portraits are a reminder of the love, reward and frustration gardens can create.

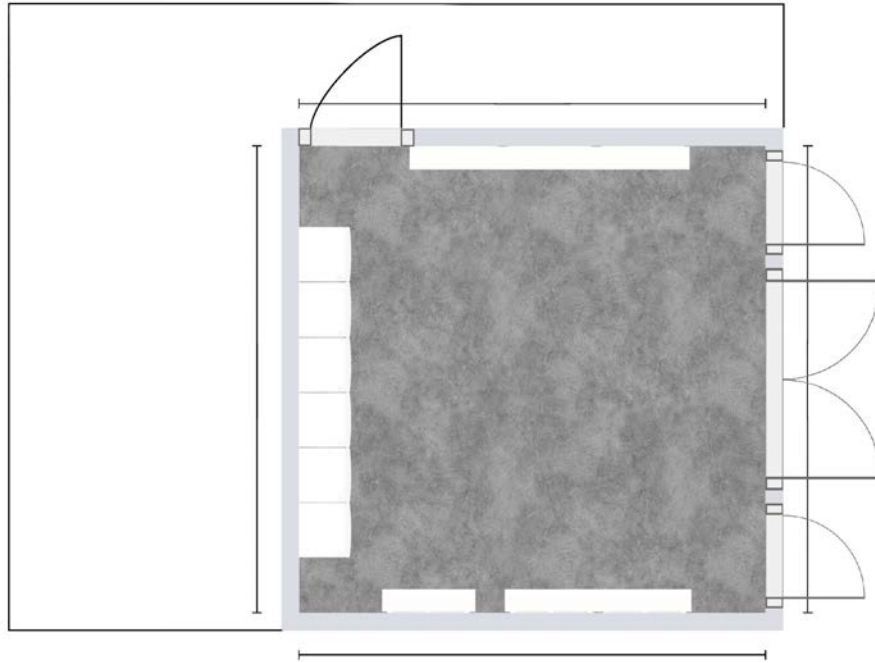


Museum of the Home: Stories of Homes in Gardens

Introduces many personal stories of how gardens can be a reminder of home

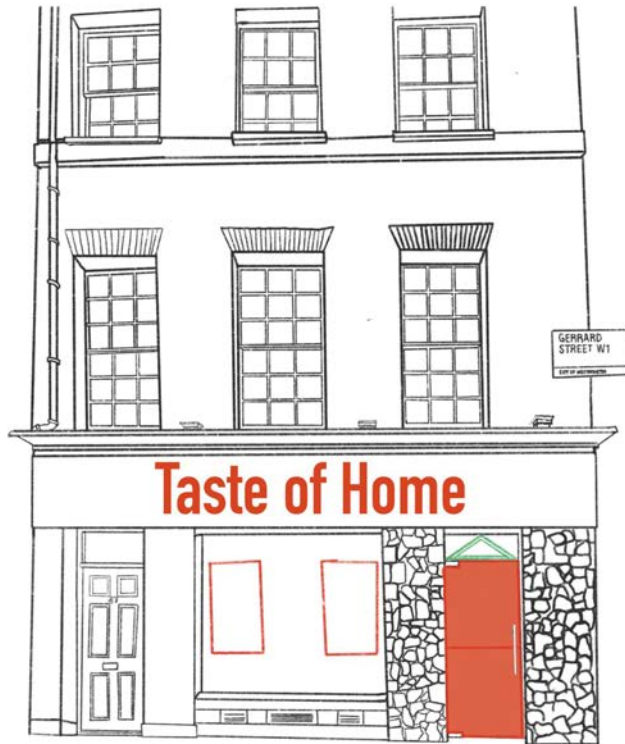
PHASE/ 03. Detailed Design Solutions

Floor Plan



- Layout of the exhibition space
- Large windows at the front and enter through the refrigerator doors into the space
- Back wall has the mini refrigerators with sample food





Taste of Home



Golden Phoenix
37-38 Gerrard St, London W1D 5QB, United Kingdom



San Chiu Dim
17 Lisle St, London WC2H 7BE, United Kingdom



Eremi Sichuan Restaurant
6 Lisle St, London WC2H 7BQ, United Kingdom



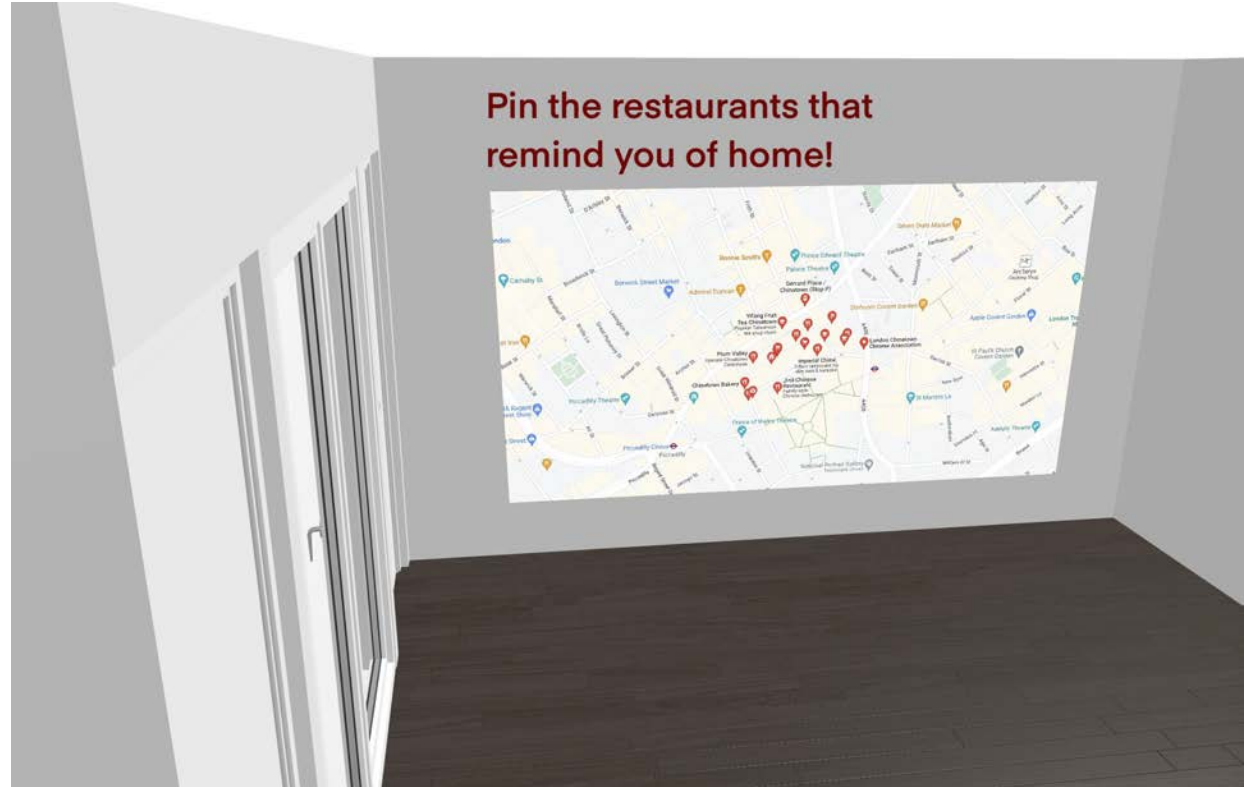
Tao Tao Ju
15 Lisle St, London WC2H 7BE, United Kingdom

Front view of exhibition

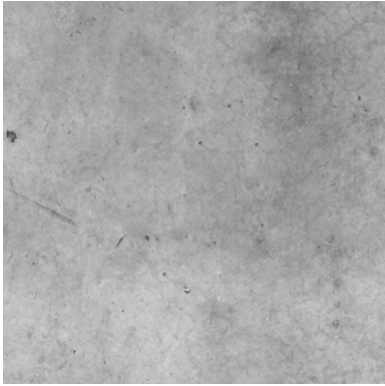
- At the front of the exhibit, our door fridge will catch people's attention the moment they look at the exhibition, raising their curiosity of what could be behind the fridge door
- Other than the door to attract people, there will be posters on the window of the exhibition of the food that the exhibit is distributing

Interactive Map

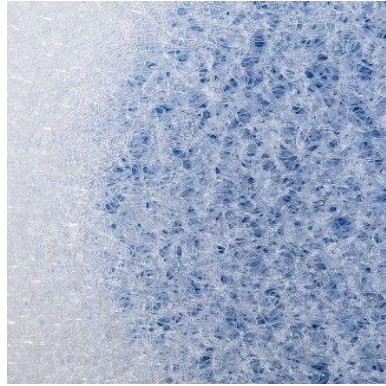
- Map of Chinatown
- People coming to the exhibition can put stickers on the map for restaurants that remind them of home



Materials



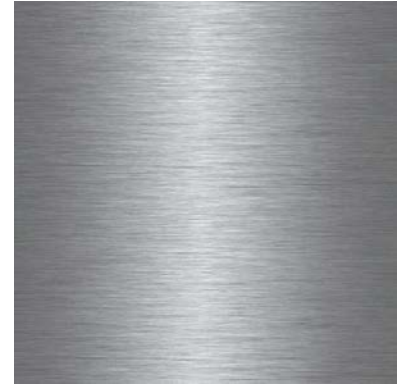
Concrete
Floor
Low maintenance



Recycled Plastic
Plaques for
description
More sustainable
option to use for
descriptions



Glass
Shelves
See items below easier
Easy to clean



Stainless steel
Fridge and appliances
Durable and cleanable



Incorporating the surrounding environment into the design of the exhibit, we use the colors from the gate at the entrance of Chinatown. The palette has bright blues, red, a mellow gold and gray.

Font

Lora

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

This font was chosen for its contrast and legibility.



PHASE/ 04. Design Documentation and Intent

Food Samples in Small Glass Refrigerators

- Main back wall will have featured local restaurants who have donated food and description about how it relates to home
- People can take food out of the glass refrigerators below to sample after learning about it



Through sharing different definitions of home through food, individuals who visit the exhibit can build a connection with the stories of local, family-owned businesses. People can support, add to, and relate their idea of home by leaving a sticker on a map of Chinatown.