



**@home**  
regent's park

Shali Bal, Bonnie Huang, Jerricho Habon, and  
Alexandra Tomita



**@home**  
regents park

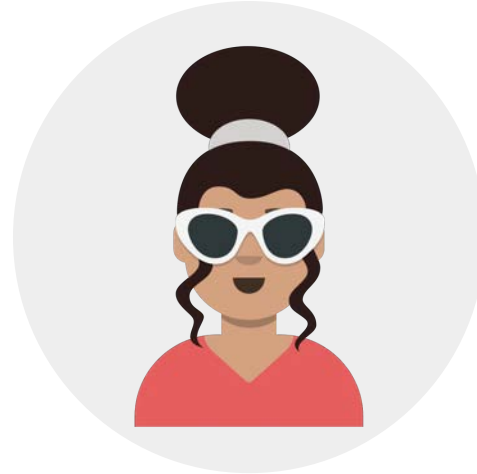


# PHASE/ 01. Research and Design Analysis



## Vanessa

Vanessa moved to London one year ago from Miami, Florida. She is currently adjusting to her new life here, finding her sense of home through her newfound community and developing friendships.



## Shaz

Shaz is a native of London. She describes home as a *feeling* and connection—whether it's through nature, something tangible, or through family.



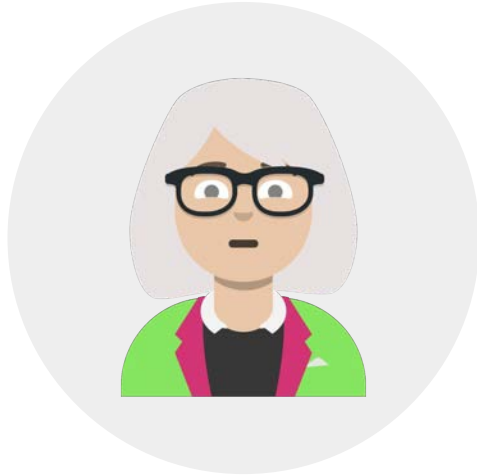
## David

David was born and raised in London and still currently lives there. David finds his sense of community amongst group led bike rides through different boroughs. While away from London, David mentioned an *itch* for London.



## Crystal and Harry

Crystal and Harry recently moved to London from Hong Kong. Crystal had lived in London prior to moving, and was attracted by the ways of interperson communication and interactions in the community. They have decided to relocate their entire family and found home in a new country.



## Jane

Jane has lived in the area for about 50 years. She saw change throughout the time she has lived here. Jane is passionate about climate change and worried about the gentrification of her community. Jane describes home as being *familiar*, which is through the people she is surrounded by.

**Regent's Park** is a park in the Greater London boroughs of Westminster and Camden, and it also occupies an area north and east of the St. Marylebone district.

The pop-up exhibition will be placed in **five (5) areas** - four (4) satellite homes will be placed near entry points, and one (1) central home will be placed at the center of the park.



## Central Home Location









Pop-up structure in Camden that allows people to engage freely with the content.



Graffiti home and walls and community activities.



Decals on the ground leading to a targeted destination.

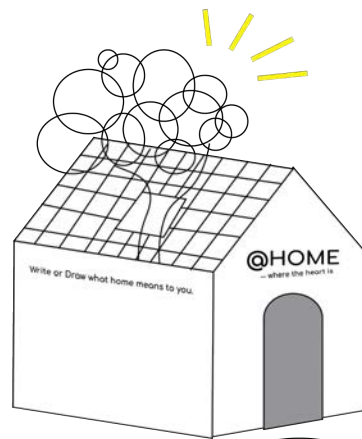
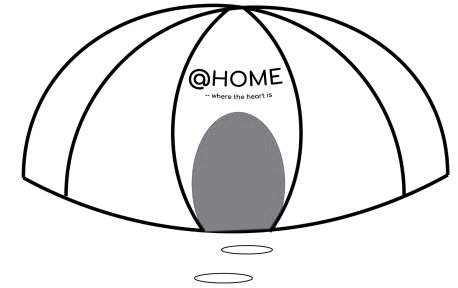
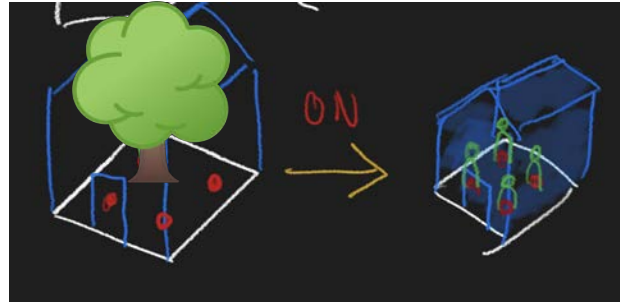
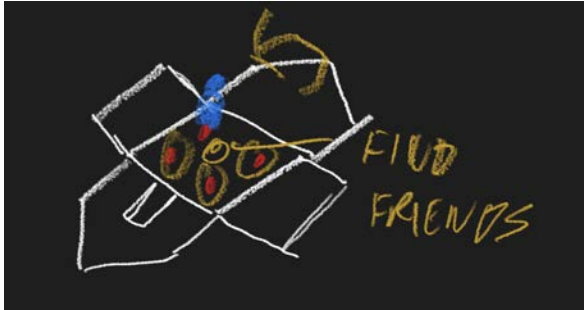
Structures by the street around Camden Market.

Google map feature that scans surrounding areas.

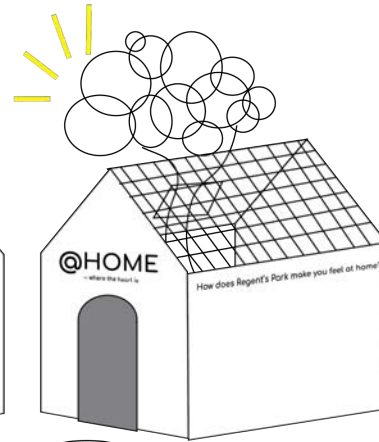
Based on the responses from our interviews and observations of the park, we come to the conclusion that our exhibition would **not need excessive marketing** for attraction. A major component of our theme for the exhibition is community, so we have decided to take a more passive approach to advertise within the community. As the exhibition would be located within the Regent's Park, collaboration with the park's organizations is inevitable. Information and news of the exhibition can be featured in The Regent's Park tab **on the website** of Royal Parks, Museum of the Home, and Friends of Regent's Park where people can have access to all events taking place in the associated parks.

In the attempt on marketing through the physical approaches, **posters** can be spread around various locations throughout the surrounding neighborhood and **small flyers** can be made available for free to take in the information booth of the Regent's Park. Once people have experienced the exhibition, they can also help spread the news through **word of mouth**.

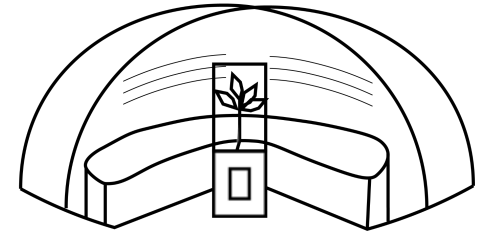
## PHASE/ 02. Concept and Design Proposal



Left view



Right view



Our goals are:

- To bring people of different communities together.** Our location of Regent's Park is centered around several neighborhoods and our pop-up exhibition aims to bring together many groups and build a more cohesive community,
- To bring light of how many people have immigrated and contributed to the culture of this bustling community.**
- To be accessible to all walking in the park and low tech.** This exhibit should be easy to find and one that is welcoming for all to approach.
- To be sustainable and minimal in waste.** We would like to use recycled materials in order to create more environmentally friendly pop-ups and keep this low-tech so it does not require much maintenance or supervision by employees.
- To create an exhibition that is inclusive in terms of race, gender, and age.** We do not want this space to be limiting to different communities, as our overall goal is to provide community engagement with people from around London and the world.
- To provide an activity for the diverse groups of park goers, whether they are locals or tourists, and where people of different backgrounds can interact and transform the exhibition.** By allowing our visitors to contribute to the pop-up and leave permanent answers, they can share their opinions and share them with others who participate.



The Future of Home Living - PSFK  
Labs



*I Drivhuset* - Susanne Ussing



Sacré Blur - Heywood and Condie

## PHASE/ 03. Detailed Design Solutions



## Typography

Nunito  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Greycliff CF**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Color Palette



Dandelion Yellow  
F1AE7E  
240 174 126



Pale Spring Bud  
DBD8B3  
219 216 179



Laurel Green  
BCCCB7  
188 203 182



Mountbatten Pink  
94849B  
148 132 155



Heart Red  
9D0606  
157 28 31

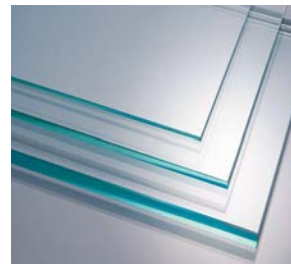
## Materials



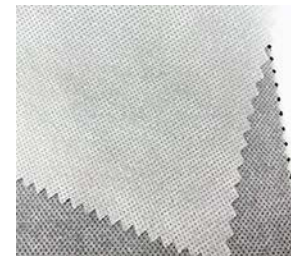
European White  
Beech



Recycled Plastic



Glass



Polypropylene Fabric



Walnut Wood

# Logo/ Branding



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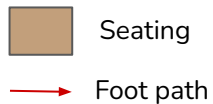
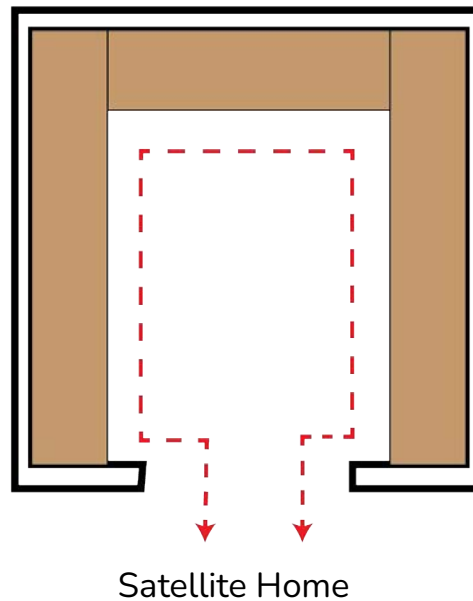
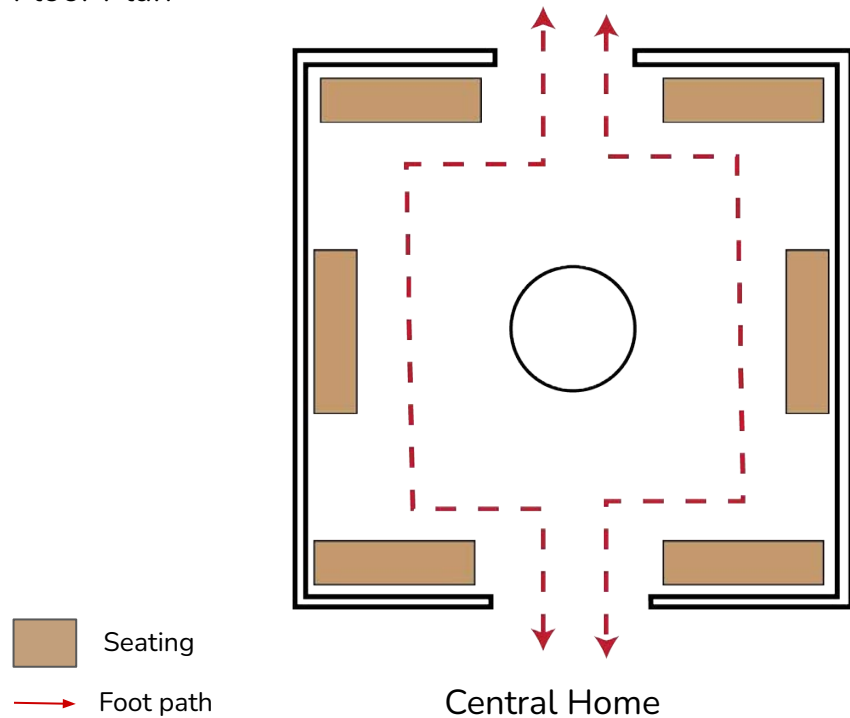
What  
does home  
mean to you?



find out  
more @  
Regent's  
Park



## Floor Plan



## Satellite Home

-

### Exterior





Exterior and Interior Perspective View



## Central Home - Exterior





Exterior - Left View



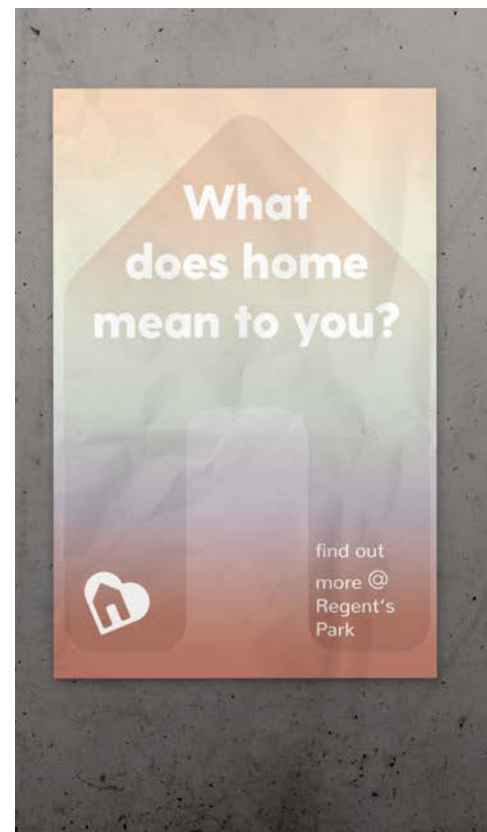
Exterior - Right View





Interior Perspective View

## PHASE/ 04. Design Documentation and Intent



Through this pop-up exhibition, our design team hopes to bring people in the community closer together through individual stories which visitors can connect with.

Bring light to the hardships and struggles of the migrating life