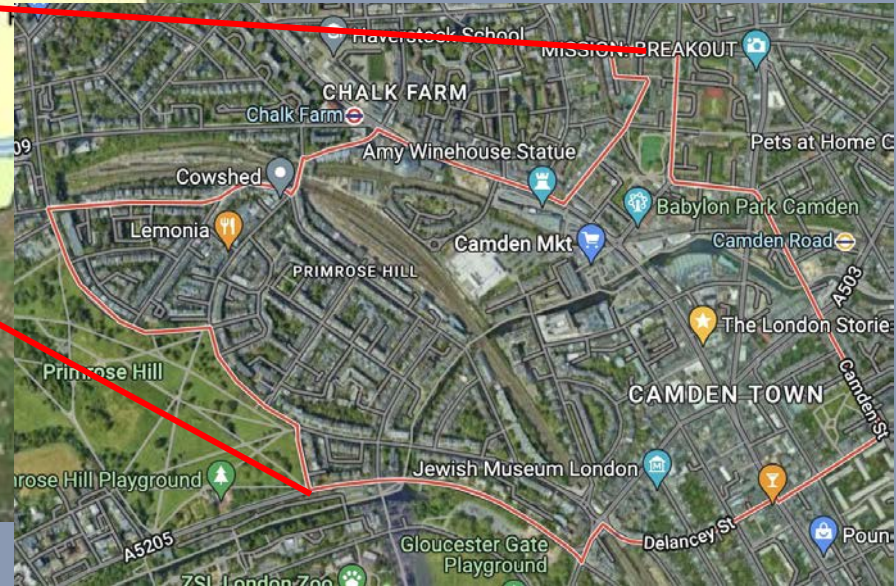


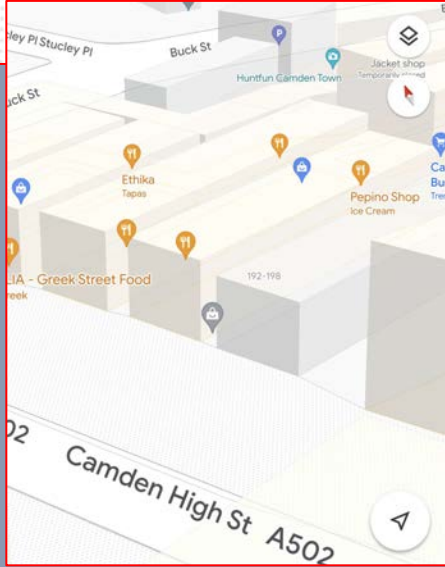
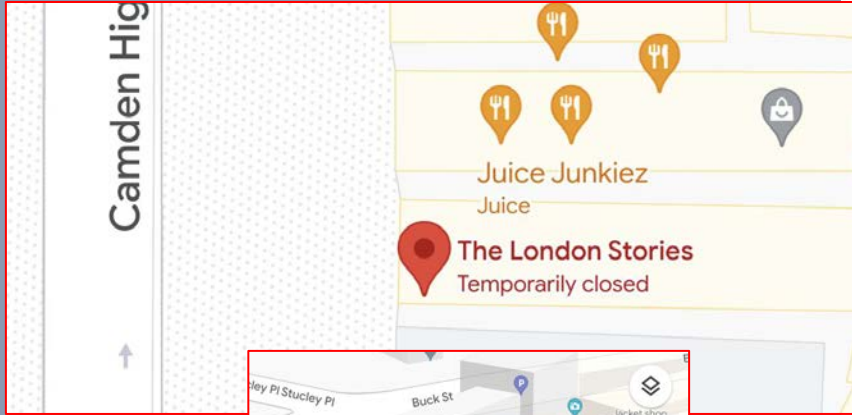
# The Fabric of Camden

Angie Cummings, Divya Gautam, Mariam Tawfik, Sreya Mahsin









★ Fabric of Camden

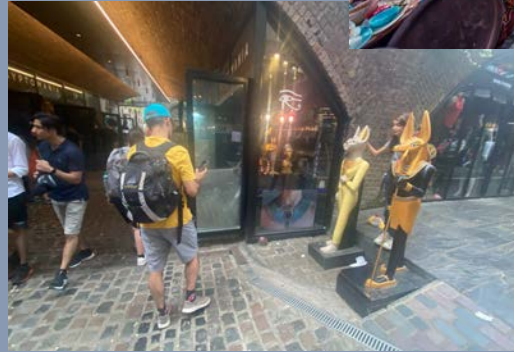
Address: London NW1 8QP

## Audience Analysis

During the entire development of Fabric of Camden, the fact that this area is heavily trafficked by tourists was kept in mind. This fact was weighed against the fact that the primary motivation was to support and highlight the local vendors, not create yet another commercial tourist attraction. The physical space of Fabric of Camden is inviting and open to anyone, recalling the interior of many kinds of homes, with ambient lighting, comfortable seating, and an open floor plan. The community (including those just passing through) are precisely what keeps Camden alive, so as we are honoring vendors, we are exalting the beauty and diversity of the entire Camden community with our participatory communal quilt activity.

## Interview #1: Egyptomania

Sayid, he/him, 57 years old.  
Has run the store for 27 years,  
goes back to egypt to buy this  
high quality jewelry– quite  
literally created an immersive  
recreation of the street markets  
from egypt– bringing home to  
camden and sharing it with all of  
us.



## Interview #2: Koo Style

Begun Berdan, she/her, 34 years old.  
Has been working at Koo Style since 2019, used to have her own pop-up clothing store in the market – vouches for the community of vendors, and gave insights into the ongoing gentrification of the market.



## Interview #3: Blaze On Fairy Lights and Candles

Bruce, he/him, 53.  
Moved to London from Australia in 1984 to be a professional athlete, and opened Blaze On in 2002. Brings pieces of his home into some of his lighting, and hopes to bring a smile to others faces as they build their own homes.





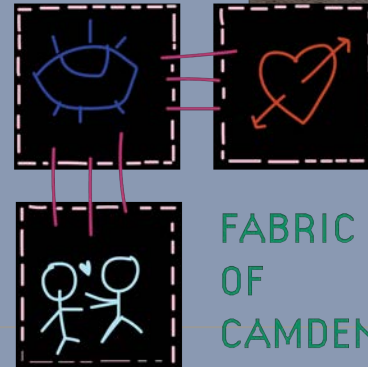
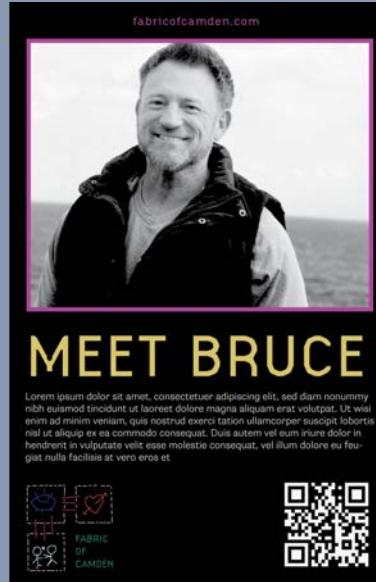
## Interview #4: Camden Residents

Anonymous  
Camden Market is one of their favorite areas to shop because of affordability, variety, and overall atmosphere. They love the diversity and multicultural experience.



# Marketing Analysis

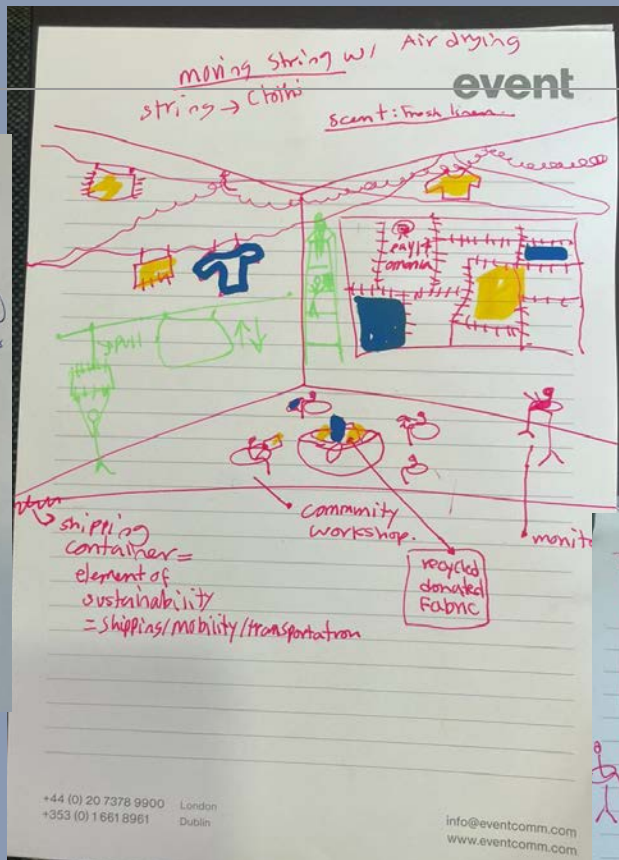
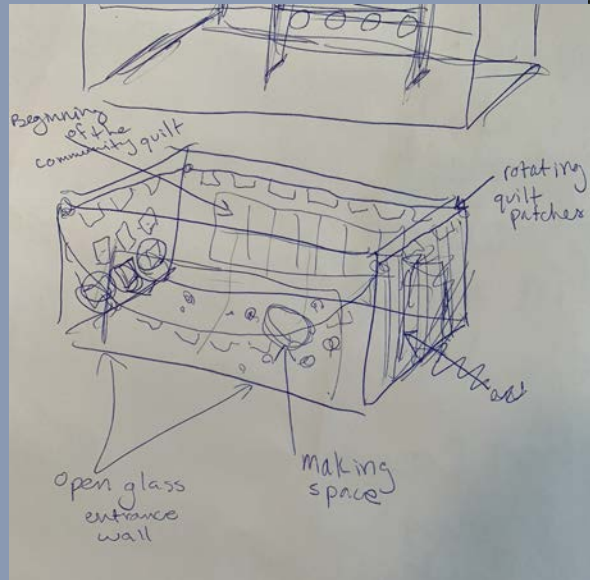
Our marketing will be two-fold—with some typical promotional graphics posted within the Camden Town Underground station directing visitors straight down the street to our store front, and enticing them with our bold colors and beautiful tapestry patterns. The second aspect of our marketing strategy comes in the form of quasi-object labels set-up outside of our (rotating) highlighted businesses—creating a reciprocal relationship between our storefront and the ones we hope to support.



## Goals and Objectives

- ❑ Remind visitors of Camden's rich and diverse history as an alternative and authentic space
- ❑ Encite a shift away from mindless consumerism by bringing the people of Camden market to the forefront
- ❑ Highlight genuine market spaces, steering visitors away from large corporations/conglomerates/fast fashion
- ❑ Honor the resilience of community and home-making in the face of displacement and gentrification
- ❑ Make everyone who visits our space feel at home, whether Camden is technically their home or not
- ❑ Promote a free and creative space for anyone to contribute to a community art piece reflecting our interconnectedness and unique attributes

# Concept Sketches



## Accessibility

- All signage will be available in multiple languages including braille
- Ramps provided in areas of elevation
- Seating and tabling of various heights
- Tactile elements placed at heights accessible those in wheelchairs
- Digital information kiosk
  - Offered in various languages including BSL
  - Safe for colourblind and visually impaired users
  - Headphones provided for those sensitive to overstimulation
- Shopkeeper/volunteers there to help with any accessibility issues



Space: 2 40ft x 8ft x 9'6" ft  
shipping containers combined

- One 40ft x 9'6ft wall of container opened up for wall to wall window



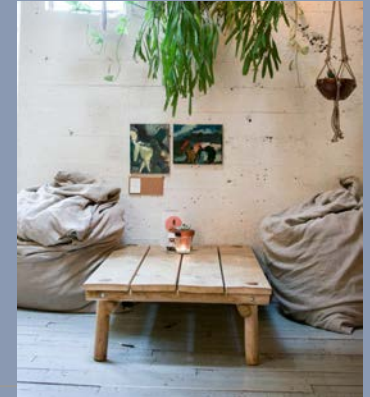
Floor Plan:

- Glass panels (40 x 9"6ft)
- Informational kiosk (40 x 9"6ft)
- Community quilt (8ft x 9"6ft)



Model Images

PHASE 05.0





DESIGN PALETTE – The palette is meant to reflect the vibrant and rich history of Camden and all cultures that reside here. It derives inspiration from Camden’s surroundings and the cultures that inhabit Camden. Sustainability and tracing history are the two most important driving forces.



COLOR PALETTE – The color palette was inspired by the South Asian fabric known as the kantha which are usually vibrant and made from recycled materials. The colors relay a sense of playfulness and homeliness whilst tying it back to the community.

#A6032F

#BF3475

#EFE9EB

#038C65

#D9C66A

DISPLAY TEXT - CITIZEN OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

BODY TEXT - SUPRIA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

Noto Sans Arabic

بولس أو نولو ةربنب فرحألا لالكشأ زمئت

Bressay Devanagari

अक्षराकृतियों के भी स्वर, ध्वन और व्यक्तित्व होते हैं ।

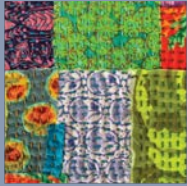
Myriad Bengali

অক্ষর থাকে ঠিকি শব্দ এবং বাক্যগুলি মতা

TYPOGRAPHY PALETTE – The palette is meant to be easy to read, modern and inclusive. The spacing is not too tight but dense enough to fit bodies of paragraph.



**Tin**  
Wall Surface



**Quilt**  
Display element



**Mosaic**  
Floor Surface



**LCD Screen**  
Display Element



**Furniture**  
Display Element



**Motorised Clothing Line**  
Display Element



TEXTURE PALETTE - Elements in this palette uses curated, upcycled, and recycled materials to create a sense of home relatable to those coming from different backgrounds especially immigrants and ethnic minorities. Uses tactile, visual, and aural senses to create wholistic user experience.

The space should be airy, cosy and light. It will be reminiscent of home and a sanctuary while also giving space for people to engage creatively.



The fabric of Camden aims to bring the authenticity of this market and its vendors by bringing their stories of home— both what they've made in Camden and a home they have elsewhere. The community within Camden is incredibly diverse, with one of the highest immigrant populations out of all of London boroughs. These vendors are resisting gentrification of this once alternative space, essentially selling visitors pieces of their own home and sharing Camden with us all.