

Donia

Victoria

Megan

Gabriel



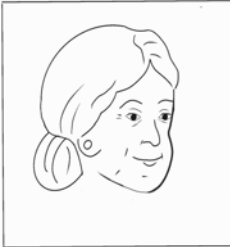
PHASE 01 Research and Design Analysis



Garyfalia, 35 (she/her)

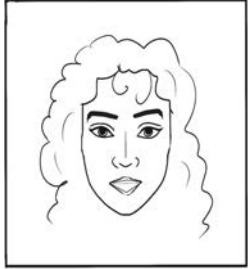
Garyfalia has been living in Camden for an year and a half, she really likes the neighborhood for the young and “hip” vibe, enjoys hanging out by the canal and attending the Camden market on weekends. She believes that the diversity in the neighborhood is one of the most exciting aspects of it, she identifies litter as the worst aspect of it and believes that this is caused in part because of the tourists and other passerby.

Moved from Greece to work in London, and chose Camden for the centrality of it.



Allison, 63 (she/her)

Allison has been living in Camden all her life, she feels the most at home here. She finds the market overwhelming, too many people everywhere and it feels unsafe. She normally doesn't use community spaces in the neighborhood, but she likes to hang out outside and, especially by the canal. She is concerned about gentrification and has witnessed many families being pushed out of the area, so creating a space that is family friendly would really benefit the environment.



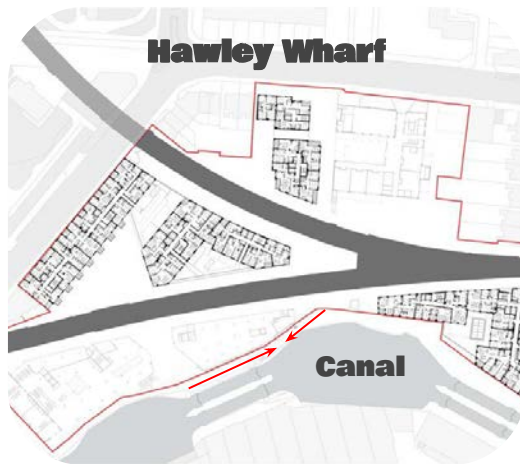
Chiara, 23 (she/her)

Chiara moved to Camden from Italy very recently, she moved here because of how close it is to her University. She really likes the area for its bustling nightlife, and the young demographics. She recently started working at the market and feels at home when she meets people from her home country while working. She especially likes hanging out by the canal, during her lunch breaks and in the weekends. Her concerns about the area are mostly about safety, she feels unsafe at night so having a space to gather with other locals and meet the community a little better would make her feel safer.

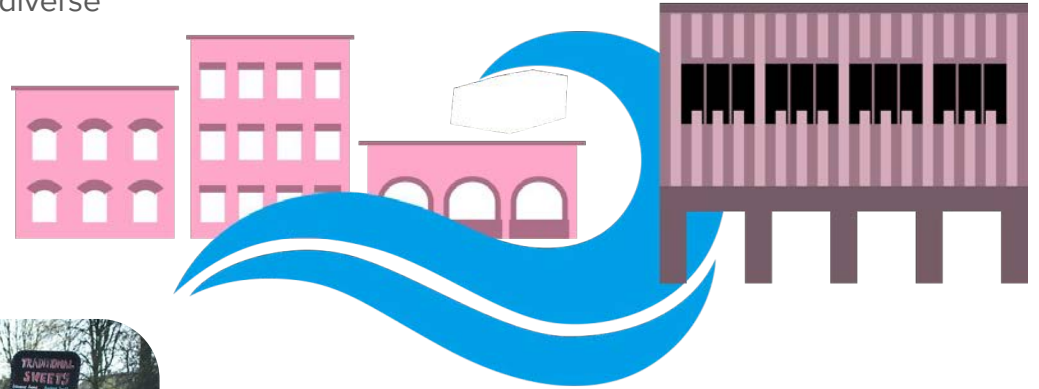


Martin, 30 (he/him)

Martin moved to Camden from Argentina, he has been living here for 5 years. He bikes to work everyday, and, during weekends, he enjoys biking through the canal. He really enjoys the multicultural aspect of Camden, he wishes to find more people in common and built community in the place that he calls home.



Our pop-up confronts the divisions between the historic residents of camden town and the ongoing influx of diverse people visiting and serving those visitors.



We will address this by creating a platform that utilizes and celebrates the location of historic travel. This platform will provide an experience for visitors while at the same time uplifting and giving a voice to local community members.

To ensure the **local community** remains the focal point of our project, we plan to use word-of-mouth as the only form of advertisement. If we were to expand our marketing plan beyond that (i.e. create posters, form a social media campaign, etc.), we fear the site might become nothing more than a good photo opportunity for tourists. By instead encouraging visitors to talk to one another to spread the word, we hope to build meaningful interactions between the local and tourist communities.

We also plan to create an outreach initiative in which representatives would visit local communal spaces (schools, churches, etc.) to recruit potential volunteers/vendors.

PHASE 02 Concept and Design Proposal

We propose to bridge the gap between residents and visitors by creating a platform for each to share a space and legacy as apart of Camden's historic.

This will take the form of a riverboat that will host local restaurants preparing food themed to reflect the many groups that have migrated to Camden and helped create its unique culture. The platform will also drive donations to local community centers.



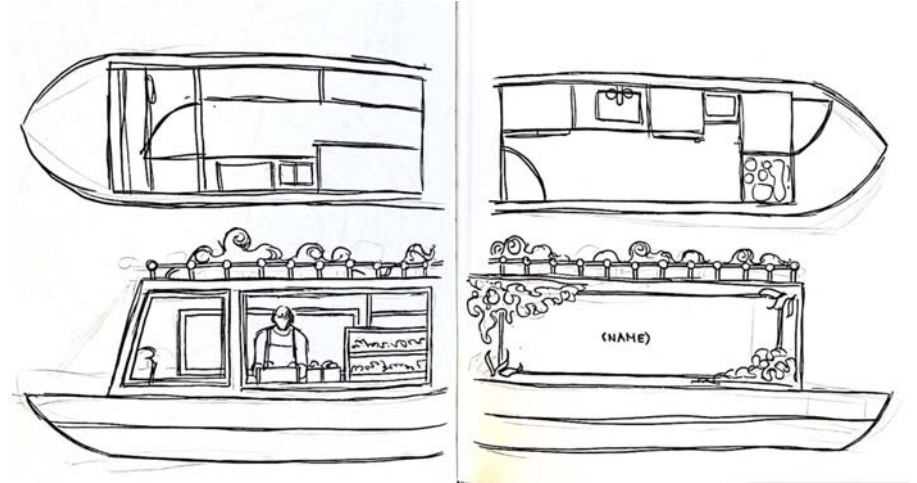
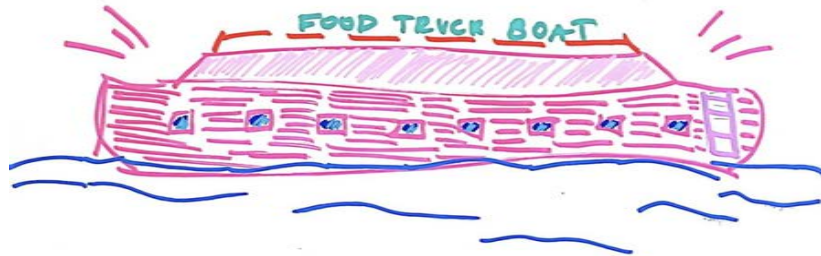


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IN CAMDEN TOWN...

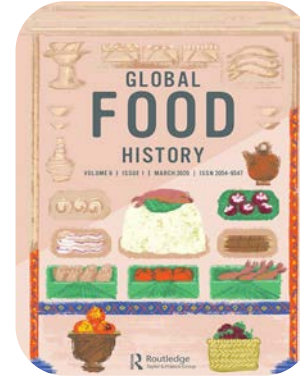




Boat Markets in Bangkok selling produce



Possible food choices that will fit our Camden melting pot



Possible Poster Cover Idea for our Boat Vendor



Boat Markets in Bangkok



A pink boat that has a roof like our concept

PHASE 03 Detailed Design Solutions





#3483C2

#SDBDA6

#FFD64D

#FF93B4

#E33483

Bowlby One

abcdefghijklmnopqrstuvwxwz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Oh No Blazeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

Proxima Nova

abcdefghijklmnopqrstuvwxwz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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1234567890

PHASE 04 Design Documentation and Intent



PROTOTYPES, MODELS, FINAL PRESENTATION MATERIALS







“Canal’s End” serves as a gateway towards the continuous migration to Camden Town throughout history by using the canal. We have purposefully focused on the body of water because the city has been built around it. The locals we interviewed referenced the canal as something that brings everyone and everything full circle, it is what makes their living area a home. In order to focus on the rich history of people coming in for ages we have told the story of Camden through our vintage recipes. With the historic food options made available by our boat we are able to share the diverse history of Camden by means of migration as well as educate the town, no matter where they have immigrated from they can connect to Camden Town. We made the boat mainly pink and more bright colors to connect with both Allison born in the 60s where vibrant colors were trendy, and the new generation of workers and students that are lively like the colors. With “Canals End” Camden can truly reference their home connected to the water.