

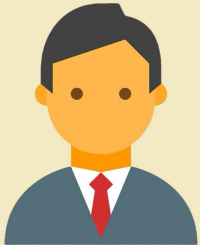
INTRODUCTION / Coal Drop Bakery

DES 187
07/31/24

PHASE/ 01. Research and Design Analysis

James

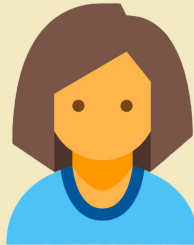
Age 39



James is a 39 year old businessman who works in an office building near Granary Square.

Lucy

Age 25



Lucy is a 25 year old student at CSM.

Ann

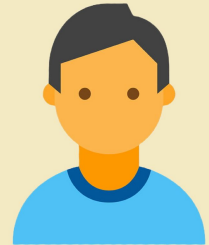
Age 57



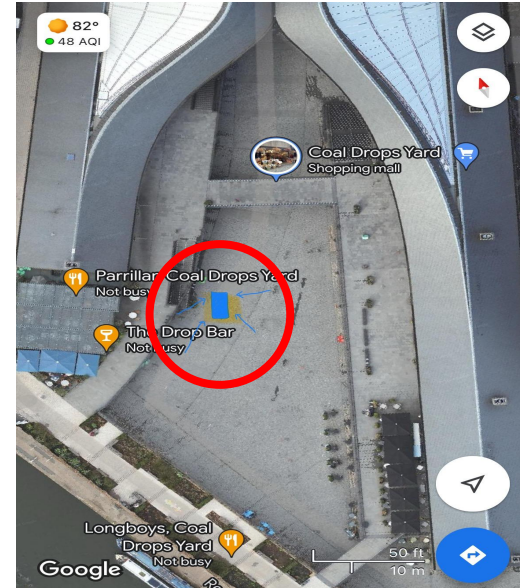
Ann is a 57 year old professor from Glasgow who shops in Coal Drops Yard when she visits London.

Michael

Age 4



Michael is a 4 year old boy visiting London with his family.

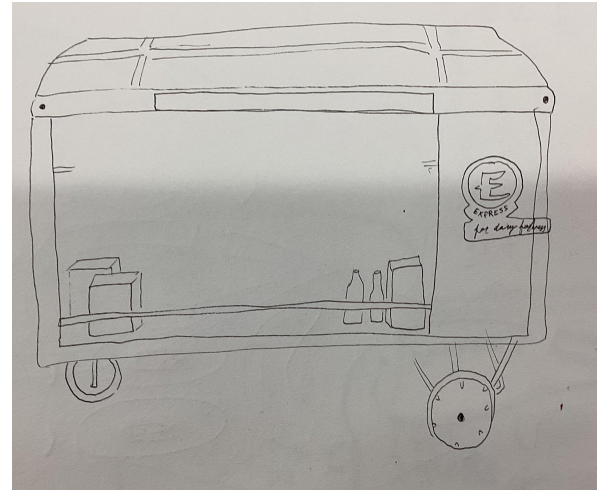


- Needs open seating
 - Modular chairs
- Lack of shade
- Central hub of offices and businesses



Tri-and Milk Float

Manufactured by Lines Bro
(Tri-ang Works)
Late 1960s
London



Drawing from V&A

Marketing Analysis

- Create work for university students
 - They can work at the cafe in the back of the exhibit
- Collaborate with CSM (student job)
- Quick and easy snack + interactive experience for google workers and students

PHASE/ 02. Concept and Design Proposal

PROJECT S-
AUDIENCE — ALL AGES
SITE — OUTSIDE CSM; IN COURTYARD
 ↳ CLOSE TO WHERE OLD TRAIN TRACKS AND/OR OLD MILL

OBJECTIVE — COMMUNICATE HISTORY THROUGH THE ADAPTATION OF A CHILDREN'S TOY.
 ↳ TELLING STORY OF GRAIN MILL + OBJECT WE'VE CHOSEN.

CONSTRAINTS: SIZE + MATERIALS (WEATHER PROOF) + SECURITY

ATMOSPHERE: LIGHT, MODERN TAKE ON HISTORICAL FACTS

COMMUNICATION:

- GRAPHIC
- COLOR
- FORM OF STRUCTURE

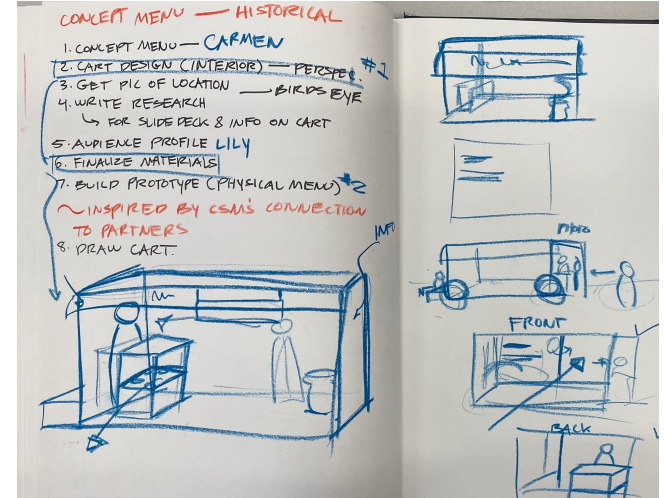
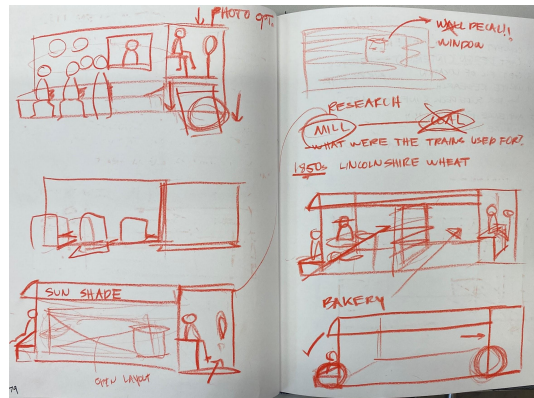
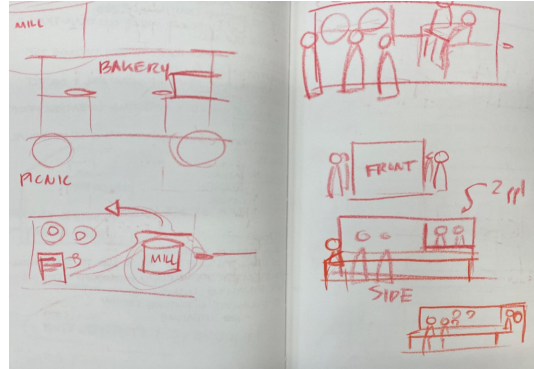
TASKS —

1. AUDIENCE PROFILE **LILY**
2. DRAW PICTURE OF TOY TO ADD TO SLIDESHOW
3. FURTHER RESEARCH/UNDERSTAND SITE **CARMEN**
4. FINALIZE LOCATION
5. FINALIZE STRUCTURE DESIGN
 - RE IDEATION!

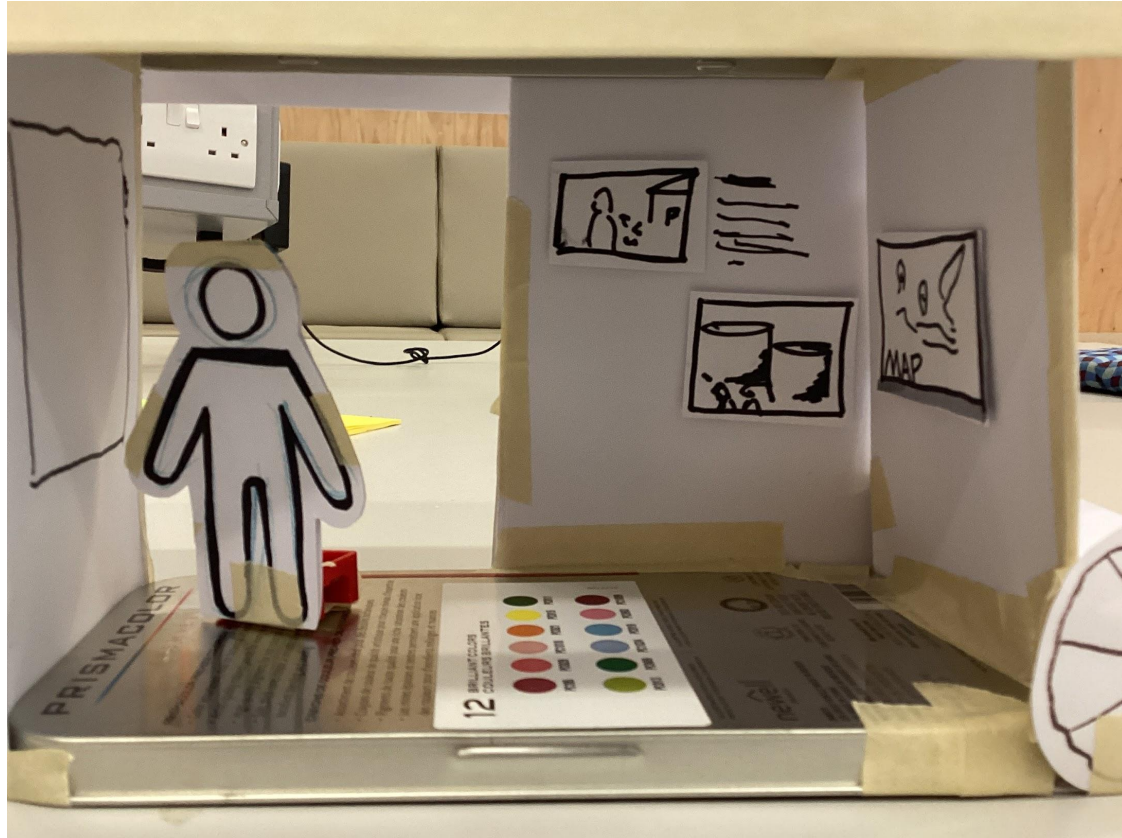
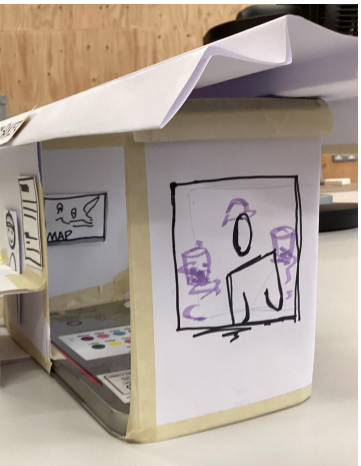
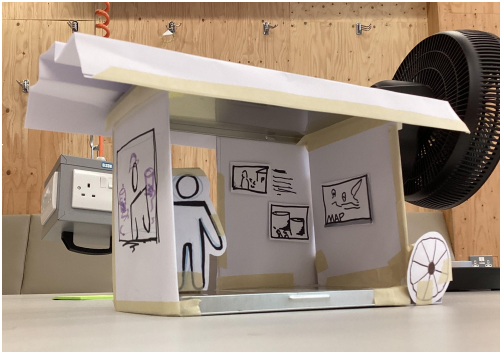
SECONDARY
 PROVIDE SEATING
 LEARN HISTORY — CD

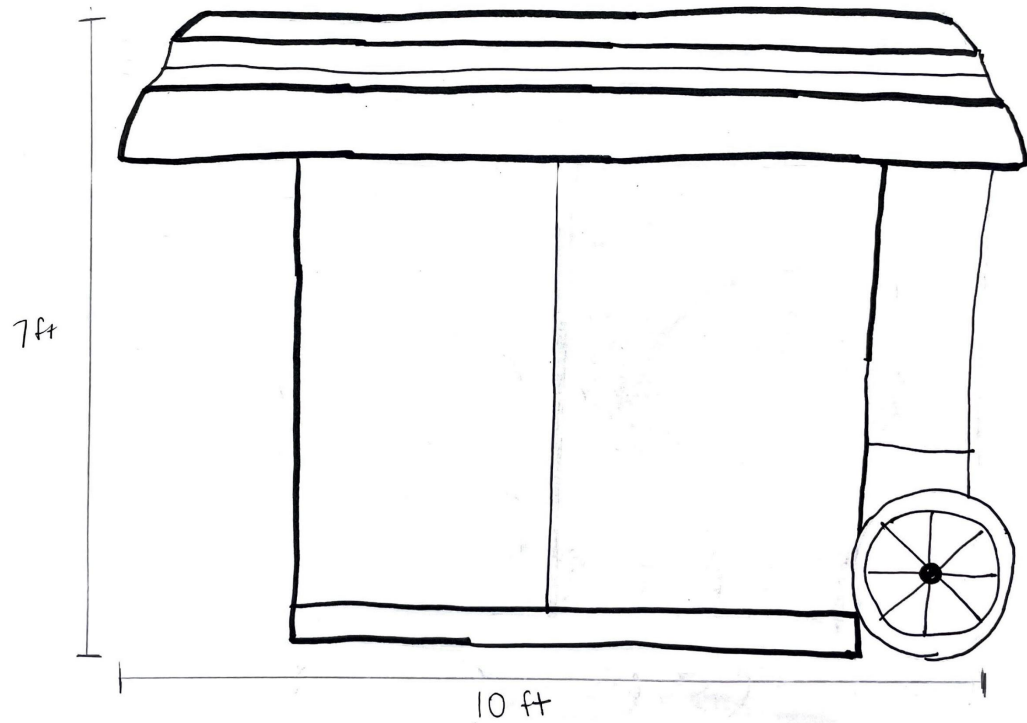
BIRDSEYE + PERSPECTIVE
 SHADY AREA?

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PHASE/ 03. Detailed Design Solutions





- COAL DROPS -

bakery

- Food -

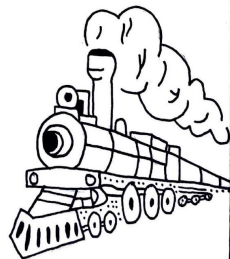
King's Croissant
Apple Char Cookie
Coal Cupcake
Lemon Props
Smoked Salmon Sandwich
Ember Cheesecake
Blackstone Pie
Ash Roll

- Drinks -

Locomotive Latte
Carriage Cappuccino
Espresso Express
Railroad Ristretto
Conductor's Coldbrew
Metro Mocha
Steamtrain Chai
Coal Props Mocha

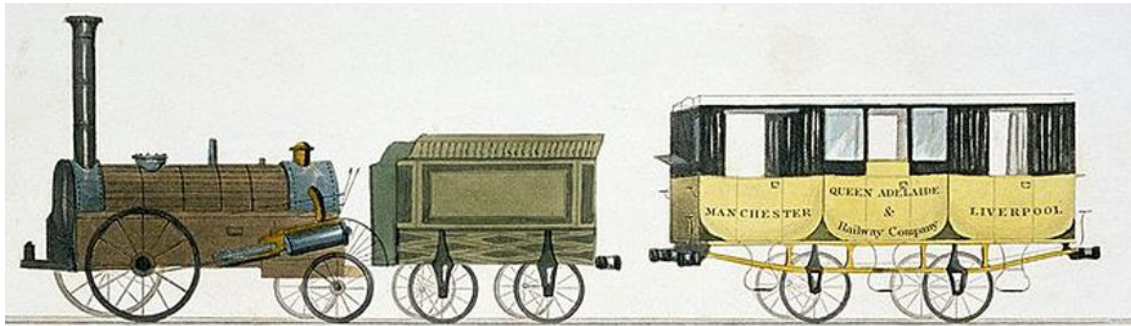
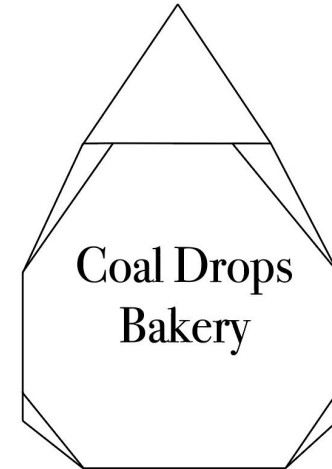
- Tea -

Earl Gray Express
Freight Fruit Tea
Black Tea
Conductor Chamomile
English Breakfast





Logo for Bakery Portion



English Coach and Steam Locomotive (1830)

Call to action

We aim to create an interactive experience that highlights the history of the area.

We strive to emphasize the industrial history

Thank you.