

ALL ABOARD!

FROM COAL TO COMMERCE



V&A YOUNG | IT'S CHILDS PLAY

FLORIE, NAOMI, KRISTI, CECILIA

PHASE/ 01. Research and Design Analysis

DESIGN BRIEF

It's Child's Play: Transform a children's game/toy into a participatory neighborhood activity

Young V&A/Central St Martins
Kings Cross London, England

Identify an historical game or toy in the museum's collection that has the potential to be **transformed into a large scale participatory intervention in London's Kings Cross neighborhood**. The intervention should be **site specific and relate to the chosen area, and celebrate playful learning through creativity and multigenerational activities and experiences**. Go ahead, find your inner child, and envision a solution that is highly interactive and welcoming to a broad audience.

GUEST ANALYSIS



CHILD, 6

Visiting area with family and wants somewhere to play.



MOM, 42

Wants to make sure kids are entertained and safe, but also wants a space they can learn something



STUDENT, 22

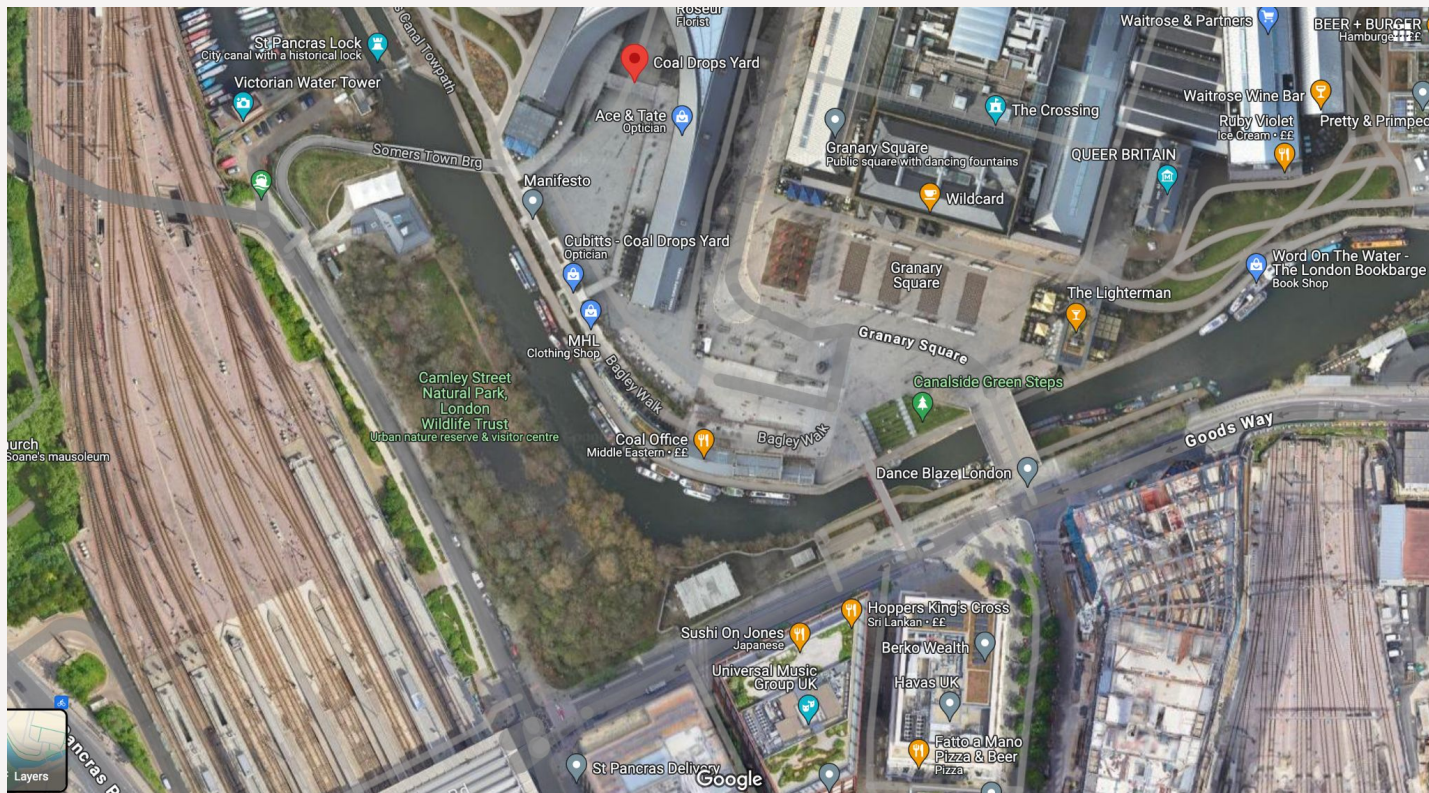
Passing by, interested in the history of the space

SITE ANALYSIS

COAL DROPS/ KINGS CROSS:



- King's Cross was one of London's most important industrial hubs in the 19th century
- The Coals Drops were built in the 1850s as a place for unloading and storing coal that had come in from the north of England by rail
- As residential areas expanded and the use of railways declined in the 20th century, the area around the station became known for its nightlife, prostitution, and crime
- Since the 2000s, billions of pounds have been invested in restoring the area and stations to make a welcoming, public space



OBJECT ANALYSIS:

- Designed set for Cinderella
- 3D layered panels
- Gouache and watercolor paper cutouts



Set design for *Cinderella*, made by Charles Reading, 1953, UK

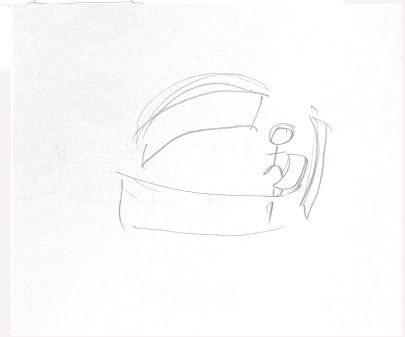
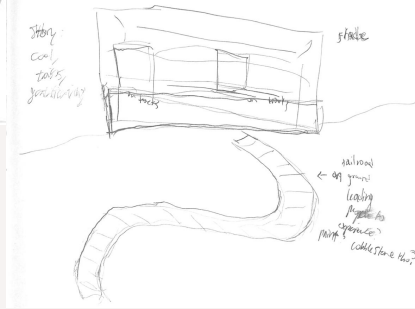
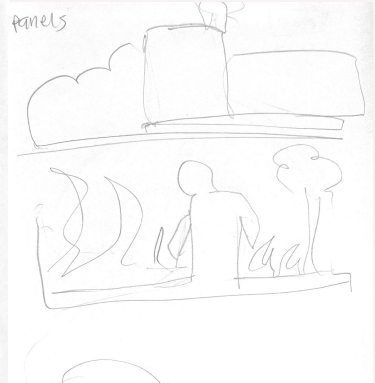
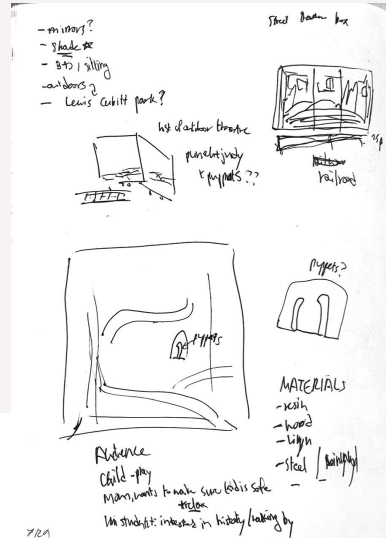
PHASE/ 02. Concept and Design Proposal

DESIGN PROPOSAL

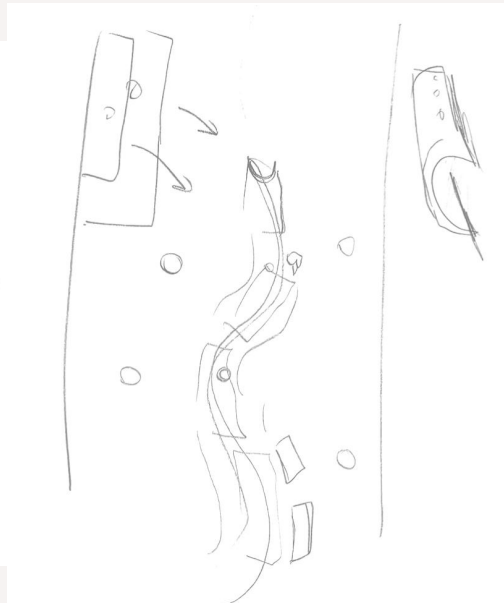
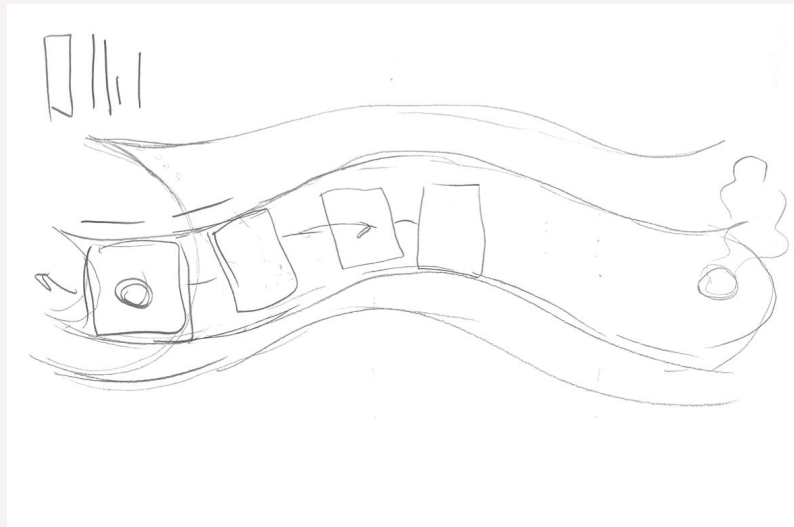
For our installation we aimed to create a **dynamic installation** that moves in synchrony with the **circulatory space** that we chose. Individuals moving from Granary Square to Coal Drops Yard would naturally **walk through the history** of our site by putting the landscape and trains in conversation with each other.

Our design consists of **static inner panels** that depict the history of freight transportation for strollers and studiers, while also existing as a fun visual element for streakers. The outer panels would consist of **movable graphic trains** and landscapes that animate the whole installation with the help of a playful audience who simply enjoy rolling the panels on the tracks.

INITIAL CONCEPT SKETCHES



INITIAL CONCEPT SKETCHES



EXAMPLES / IDEATION

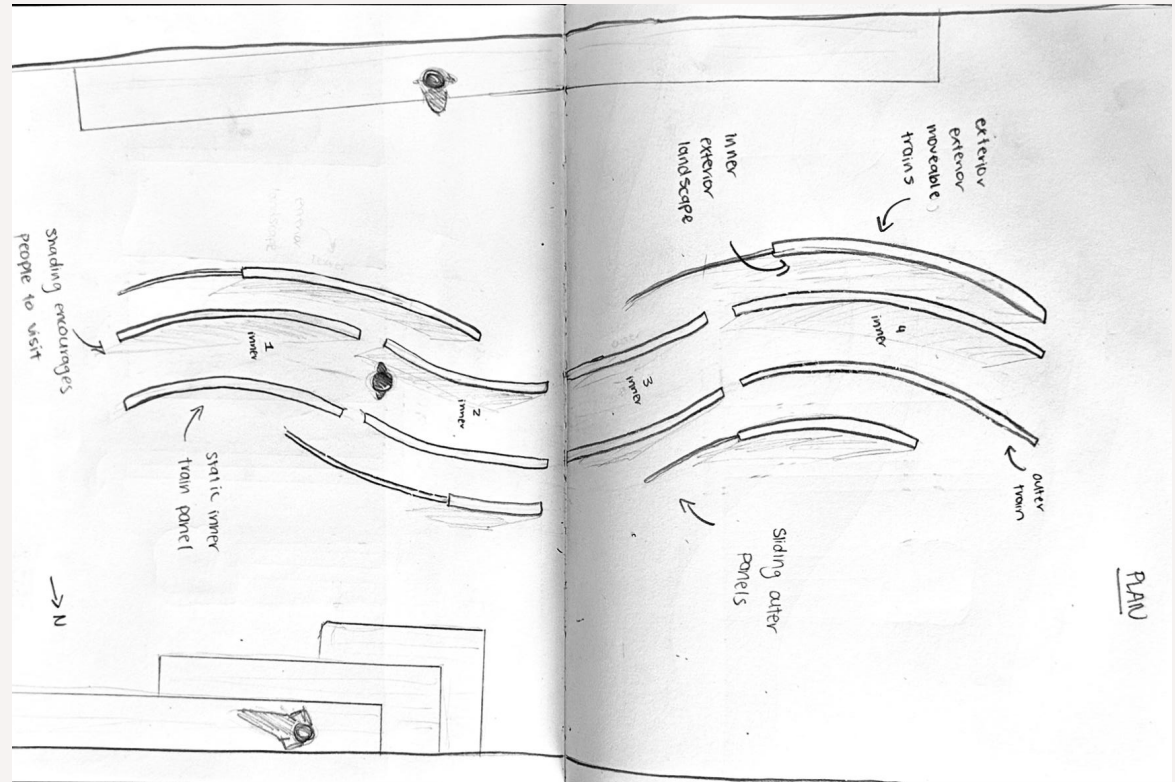


EXAMPLES / IDEATION

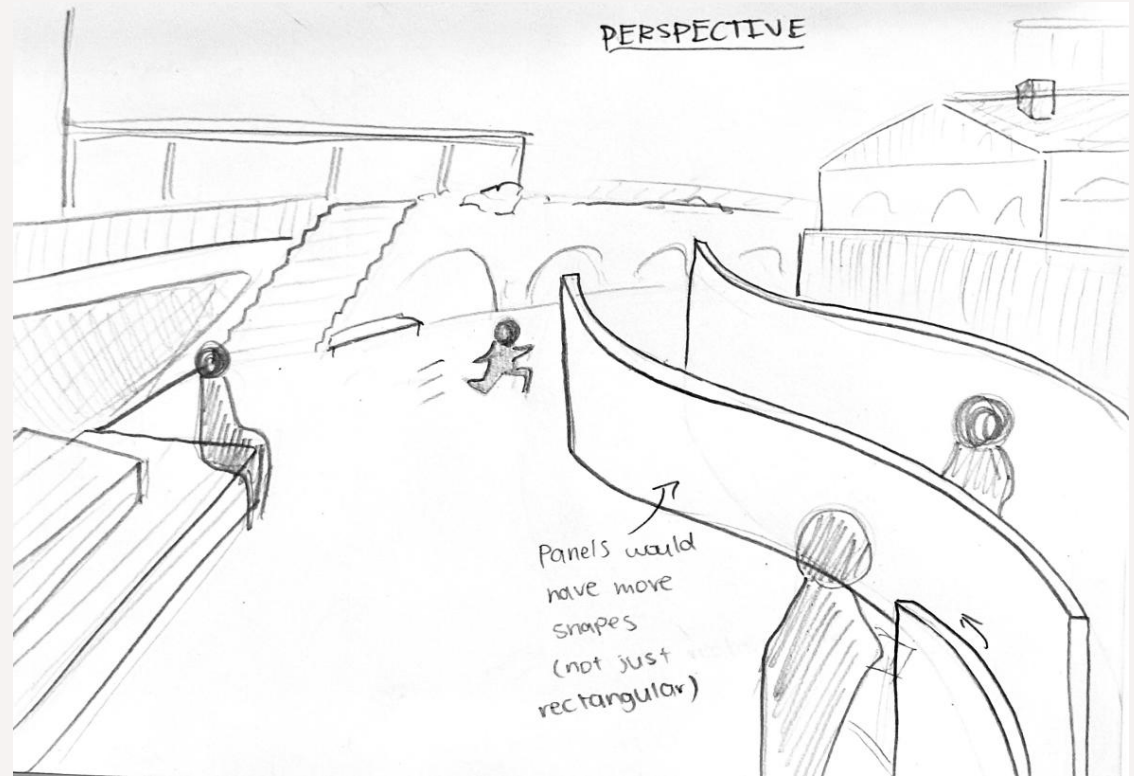


PHASE/ 03. Detailed Design Solutions

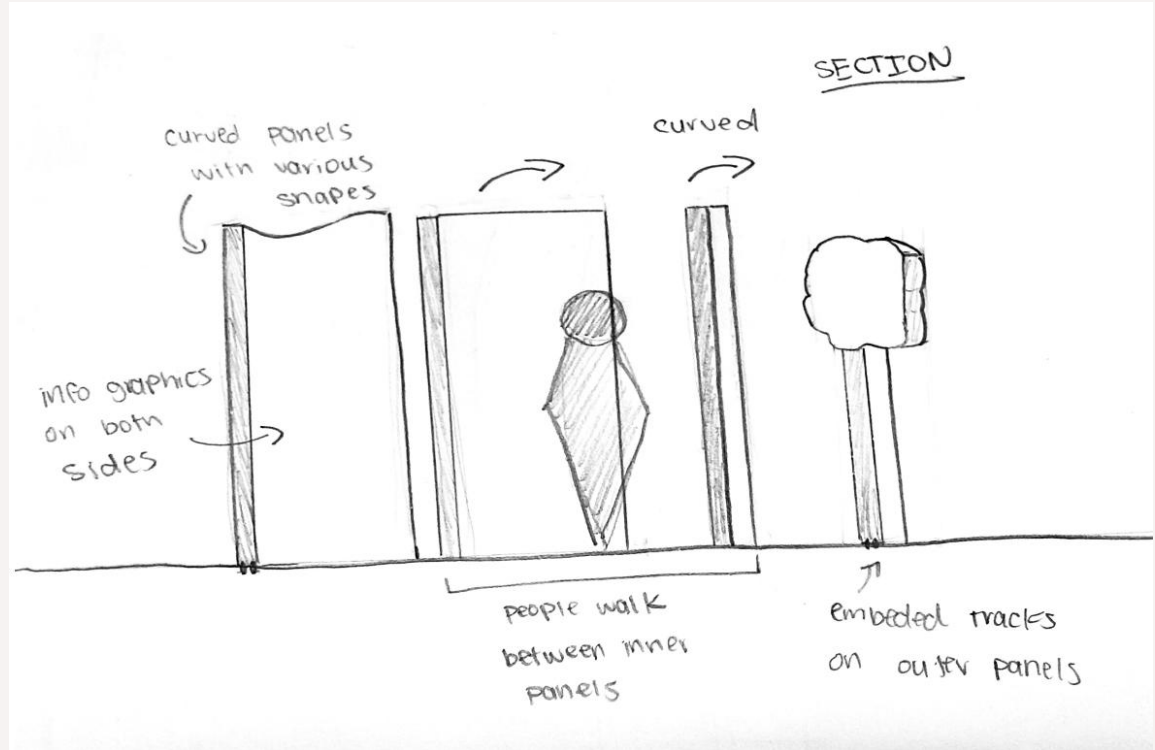
FINAL SKETCHES: PLAN



FINAL SKETCHES: PERSPECTIVE



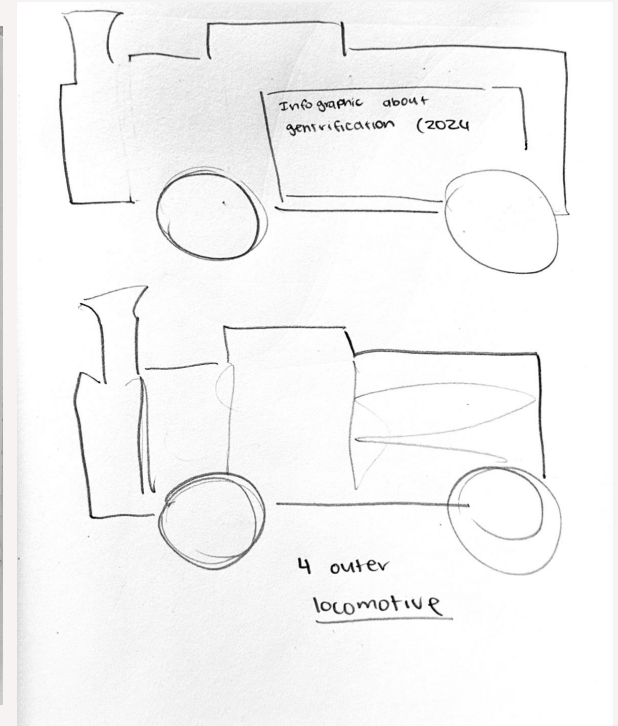
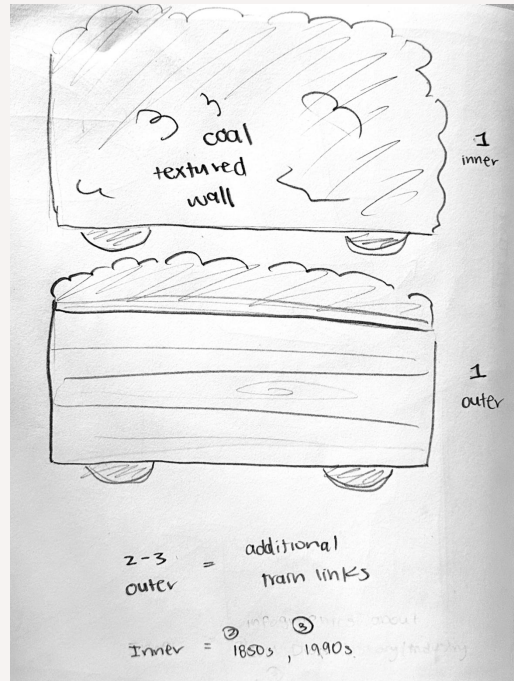
FINAL SKETCHES: SECTION



FINAL SKETCHES: PANELS

Show the changes the Coal Drops have gone through through time as you walk down through the 'interior' of the train.

- Industrial Revolution
- Punk Scene
- Remodeling the Space



DESIGN PALETTE



Set design for *Mother Goose*, made by Charles Reading, 1954, Great Britain



THE COAL DROPS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

Dela Gothic One
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DM Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



MATERIALS

Wood

- European Oak
- Durable
 - Resistant to moisture and expansion/contraction

Vinyl

- Matte
 - Nice texture
- Can use many colors
- Easier to print text/graphics



PHASE/ 04. Design Documentation and Intent

IN-SITU



A MULTIGENERATIONAL EXPERIENCE

As people walk through the installation on their way to shop or eat, kids and adults should be encouraged to be more aware of the current climate and social history of the space they are encountering. This space allows them to passively learn while engaging in an interactive experience.

