

PHASE/ 01. Research and Design Analysis		



Children (4+)
Hand on activities/movement



Adults
Info + history of area, space to relax



StrollersQuick info + seating



LocalsSeating areas for workers/students



TouristsHistorical info + family down time



StreakersSize and color + movement

Location: Coal Drops Yard

Space: The space is open and empty without heavy foot traffic in the center, making it the perfect place to build an attraction and a *current* missed opportunity for a larger installation

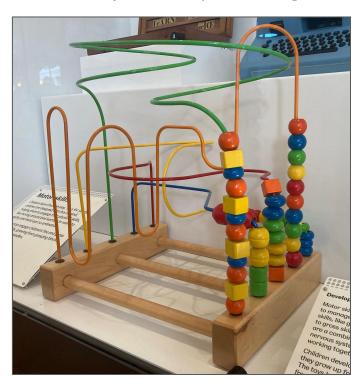
Surrounding Buildings: Shops, Restaurants, Canal, Granary Square and Train Station

Foot Traffic Demographics: Parents + Children, Students, People shopping, out for a bite or simply taking a walk





Point of Inspiration: Toy from Young V&A



Purpose: Originally for children to develop motor skills, focus on **movement** and **interactivity**

- Easily blown up to bigger scales and it attracts attention with size/height and bright colors
- Relatively simple in concept but unique and fun in form
- Great starting point for further development and bead shapes can **transform** to take on several themes

Big spectacle!

Installation that engages audiences of all ages, speaking on past location **history**, **present**, and **potential changes**

Easily visible from several entryways in the site

Suitable for several small groups/families to play and observe the space at a time

PHASE/ 02. Concept and Design Proposal		

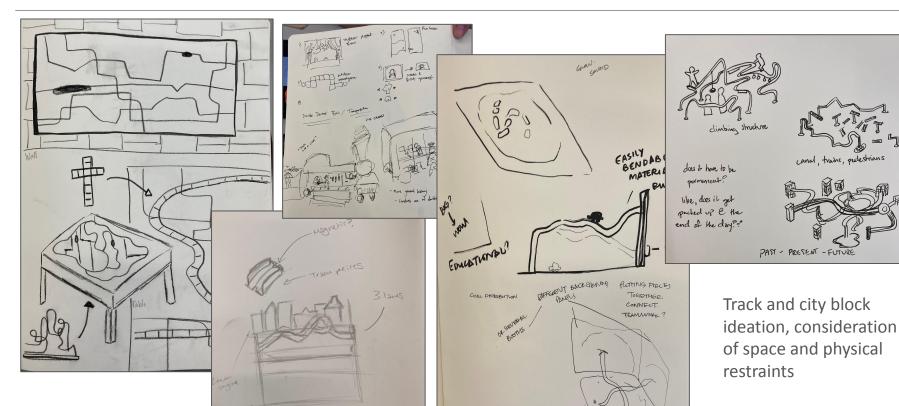
We seek to create an outdoor experience for children to engage with and learn about city planning and local transportation within King's Cross.

The structure will be permanent with an **interactive installation for children** to play with in the Spring/Summer seasons. This interactive installation will allow children to build their own cities and transportation routes using building blocks.

Although the structure will be built for children, we've designed it with features that adults can also enjoy. Adults will also be able to explore and interact with the space. Seating will be included for people of all ages.

Educational Aspects: We've chosen to place out structure in the Coal Drops Yard connecting it to the signage around the area that talks about the history of the Coal Drops.

The structure we have designed is playful yet aims to educate children on the city planning and transportation that surrounds Granary Square.

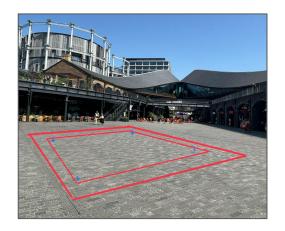


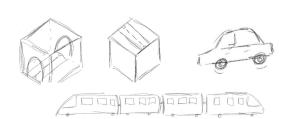


Streets Ahead exhibit in V&A Dundee

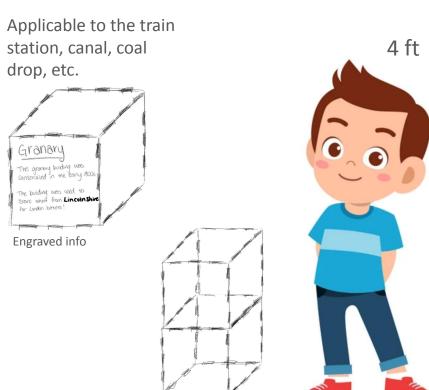


Client / Central Saint Martins	Course / DESIGN IN EUROPE 2024	Designers / Jasmin Tello Esparza, Campbell Francis, Jaime Jeong, Xia Light, Jacob Di Mauro	
PHASE/ 03. Det	ailed Design Solutions	5	





Magnetic wheels with magnetic tracks



Color Palette



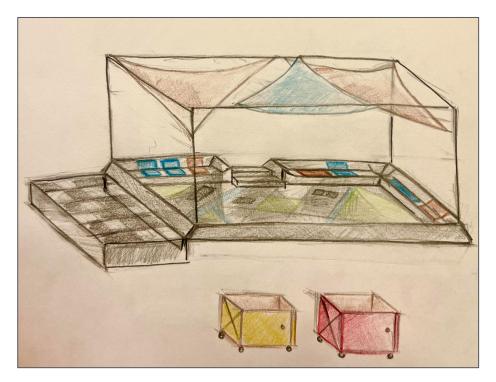
Material







PHASE/ 04. Design Documentation and Intent	





Perspective View

Side View

Encouraging people to engage creatively and think about the solutions involved in city planning and transportation around them.

Questions we want to leave the audience with...

- How has transportation modernized the the area?
- How has city planning changed the Coal Drops?
- What do you think this space will look like in 100 years?