

*"Let's Build a  
History together"*

1965 - 2065

# The Brief

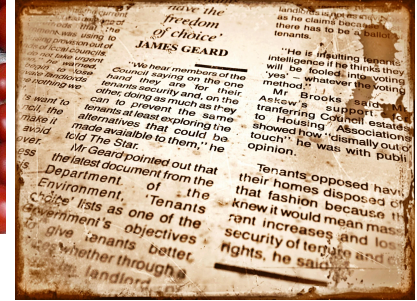
Bringing Draper Estate residents and LCC students and staff together and into **one another's spaces** during London Design Festival.

Creating a sense of **exchange** and **community** between the two institutions.

Celebrating the **history** the two communities have.

# Key Insights

- Diversity
- What's going on?
- Elephant and Castle History
- In a time of transition





## Emma, 25

Creative

Afraid of neighbourhood

Lacks knowledge of area

## Gareth, 75

Worried about the lack of community

Has lived in area for majority of life

Does not know what's happening at LCC



### Common Goals

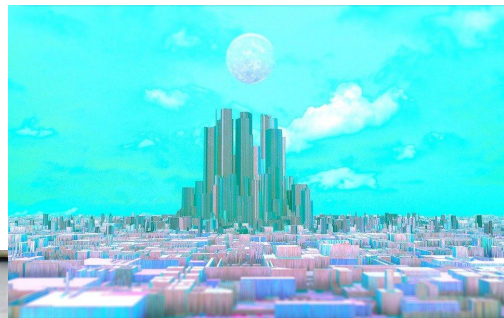
Wants to see positive tangible change

Seeking connections

Celebrate the diversity



"Let's Build a  
History together"



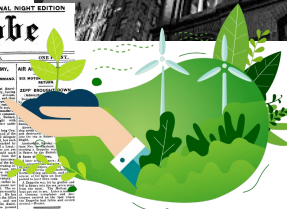
# Codesign Workshop

Bringing LCC and Draper's Residents together

**when?** 13th September

**who?** Residents of the Draper's Estate and Students of LCC

**how?** using LCC archive and resident images to create a montage of image through time





# LCC exhibition "Let's Build a History together"

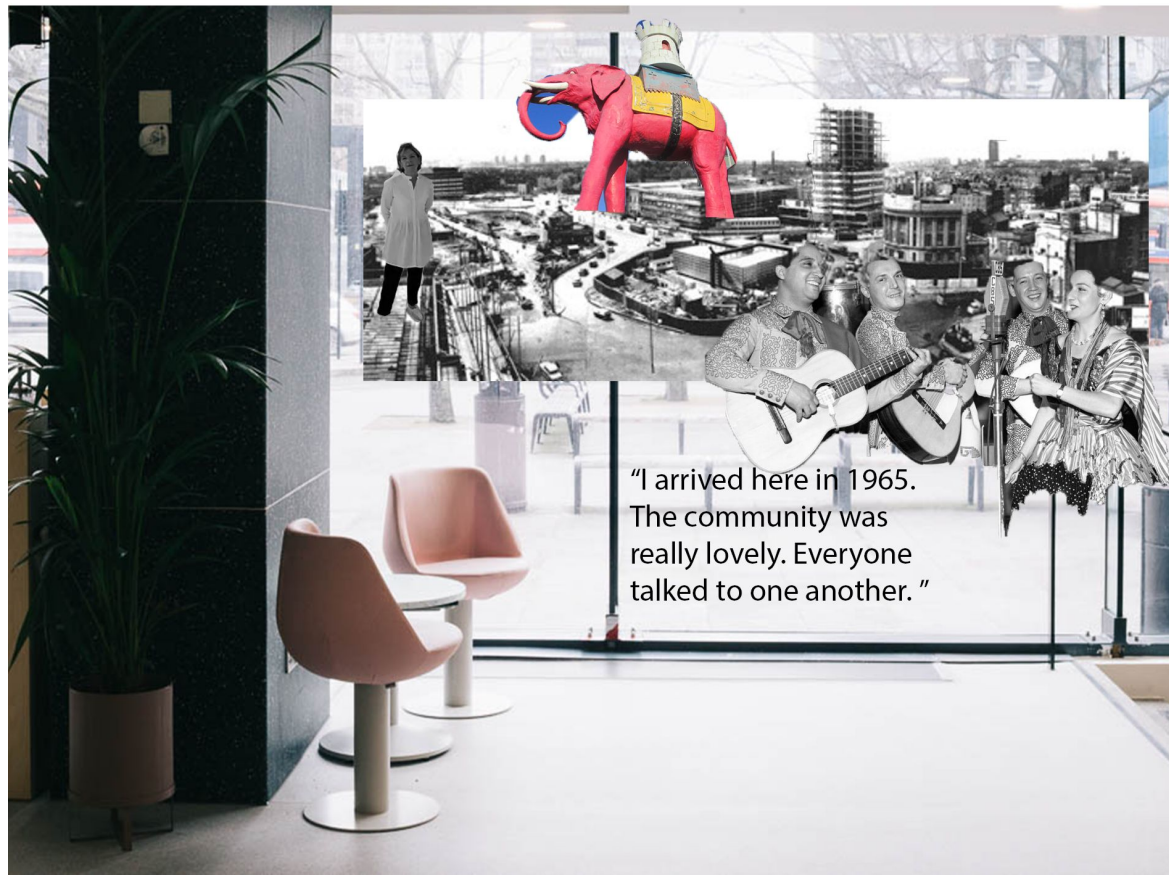
showcasing the process  
of the project and  
encouraging people to  
explore the future

**when?**

16th-18th of September

**where?**

Typo Cafe at LCC

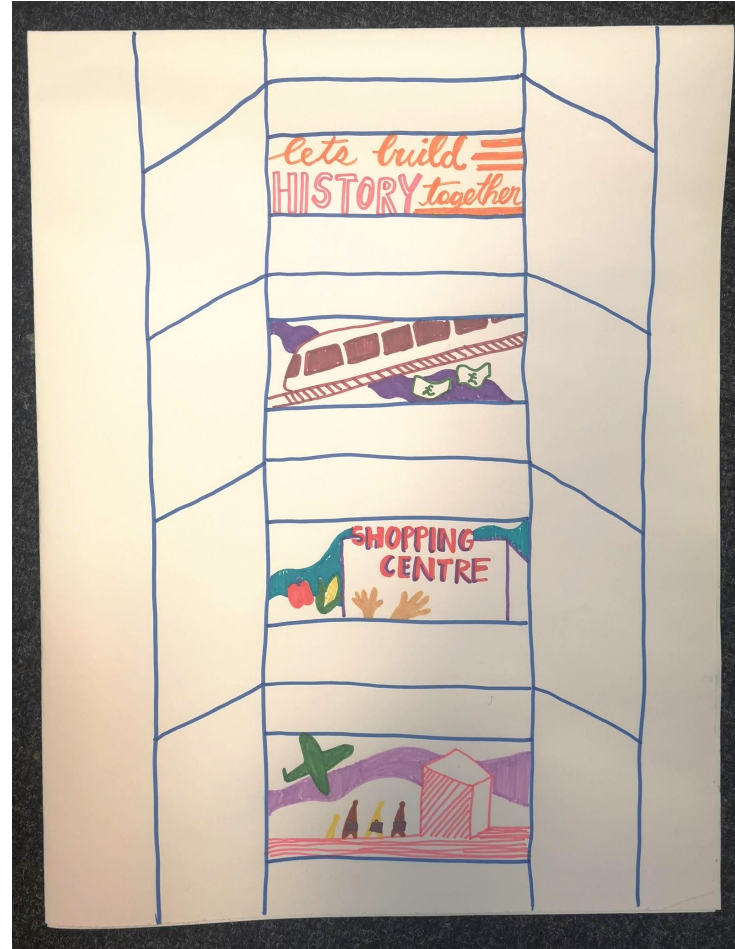


# Draper House installation "Let's Build a History together"

Showing the history and future  
of Elephant and Castle

**when?** 16th-18th of September

**where?** glass window of the  
balcony of draper house





# MUSEUM OF MEMORIES

Group members:

Fanxi Zhou, Paulina Konsek, Marlene Shmidt Pedersen, Andreea Toma, Binoli Shah, Paweł Barszcz



# CONTENT

- How we open the conversation
- Persona: Our target group
- Co-design: Find insight and inspiration
- How we choose idea
- Idea: Museum of memories
- Impact



## Provocation

# 2050

How can we connect a new graduate with the draper community in year 2050, by creating an homey environment and by the same time stay connected with the digital world.

hot bedding

70 beds for 100 people

sharing economy

# Persona



26 years old  
British/Spanish  
MA illustrator, LCC  
Accommodation:  
Highline building

*"I need to keep myself  
engaged to avoid being  
alone."*

LAURA



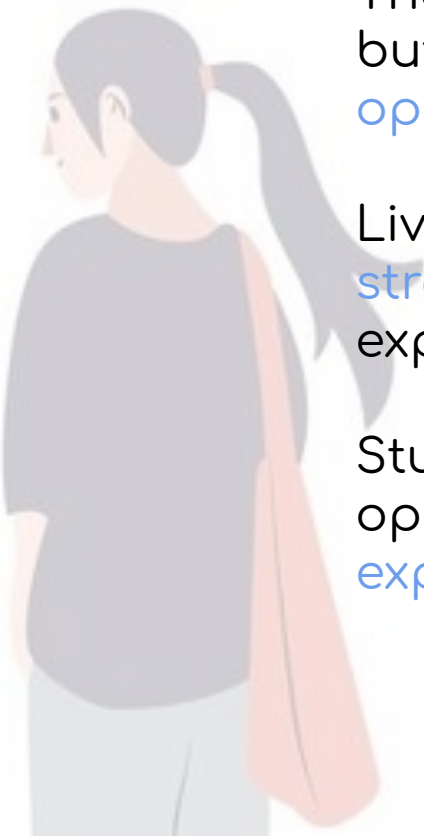
70 years old  
British  
Accommodation:  
Living in Draper  
building for 40  
years

*"I can only handle six  
young people."*

THOMAS



# Insight



There is **uncertainty** but there is a lot **opportunity**

Living in London is **stressful** and expensive

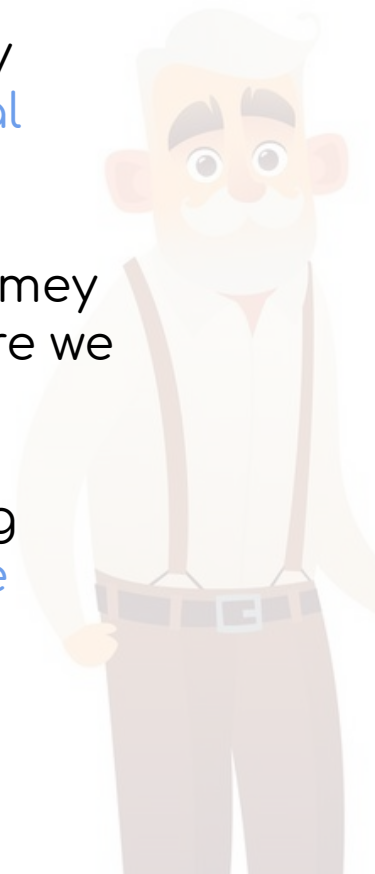
Students are more open to **new experience**

We are facing a really **active and intersocial** community

Need Privacy and homey space for living, where we can **own something**

The amount of young people is **less is more**

They concern about **safety and health**



# Co-designing

## THE IDEA OF LOVE LETTER & A DATING PROFILE

♥ LOVE LETTER ♥

DEAR ELEPHANT & CASTLE


I remember the time

I love the place

I hope that in the future.

YOURS

Getting to know:  
their  
connection to  
E&C  
what they like  
about E&C  
their  
expectation



NAME  
AGE  
NATIONALITY  
INTEREST

SHORT DESCRIPTION

LIVING IN ELEPHANT & CASTLE  
YES ☐ NO ☐

Getting to know:  
name  
age  
nationality  
interest  
personality

# Co-designing

## THE IDEA OF LOVE LETTER & A DATING PROFILE

We've got 30 from LCC students and 3 from the residents

### ♥ LOVE LETTER ♥

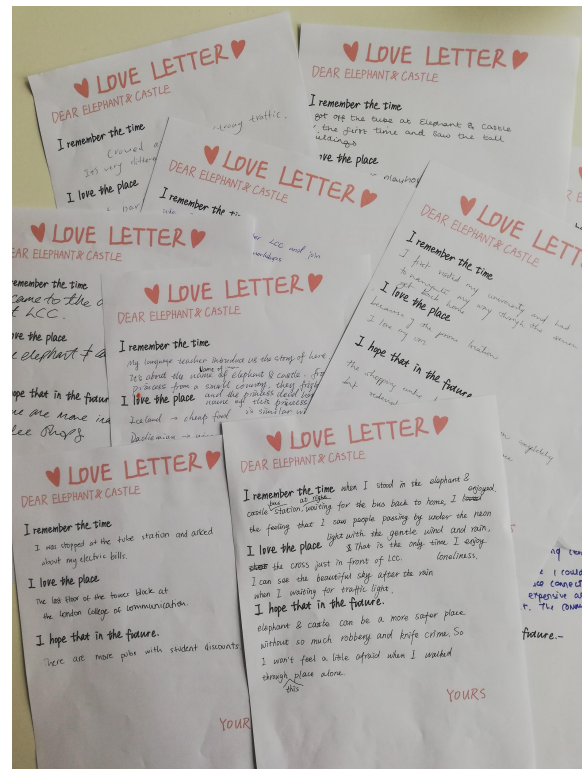
DEAR ELEPHANT & CASTLE

I remember the time

I love the place

I hope that in the future.

YOURS



## THE IDEA OF LOVE LETTER & A DATING PROFILE

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NAME \_\_\_\_\_

AG $\bar{E}$

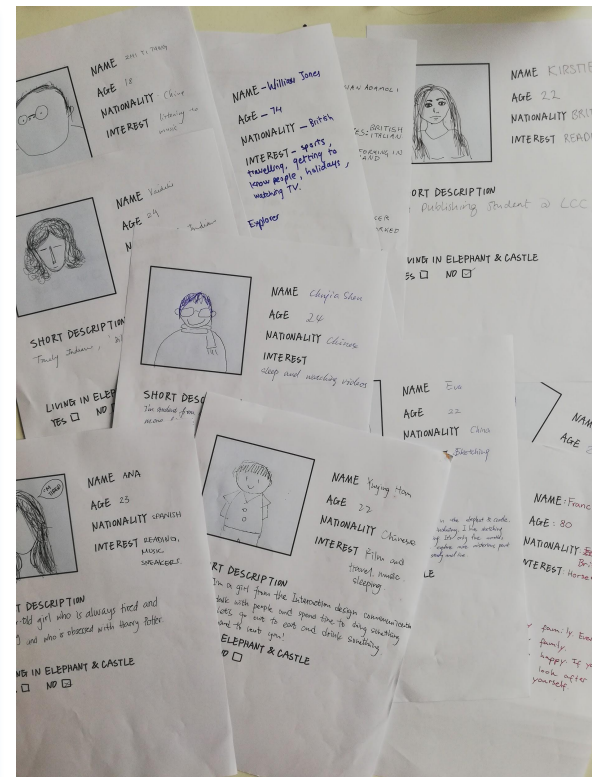
NATIONALITY

## INTEREST

### SHORT DESCRIPTION

## LIVING IN ELEPHANT & CASTLE

YES ☐ NO ☐



# What we learned

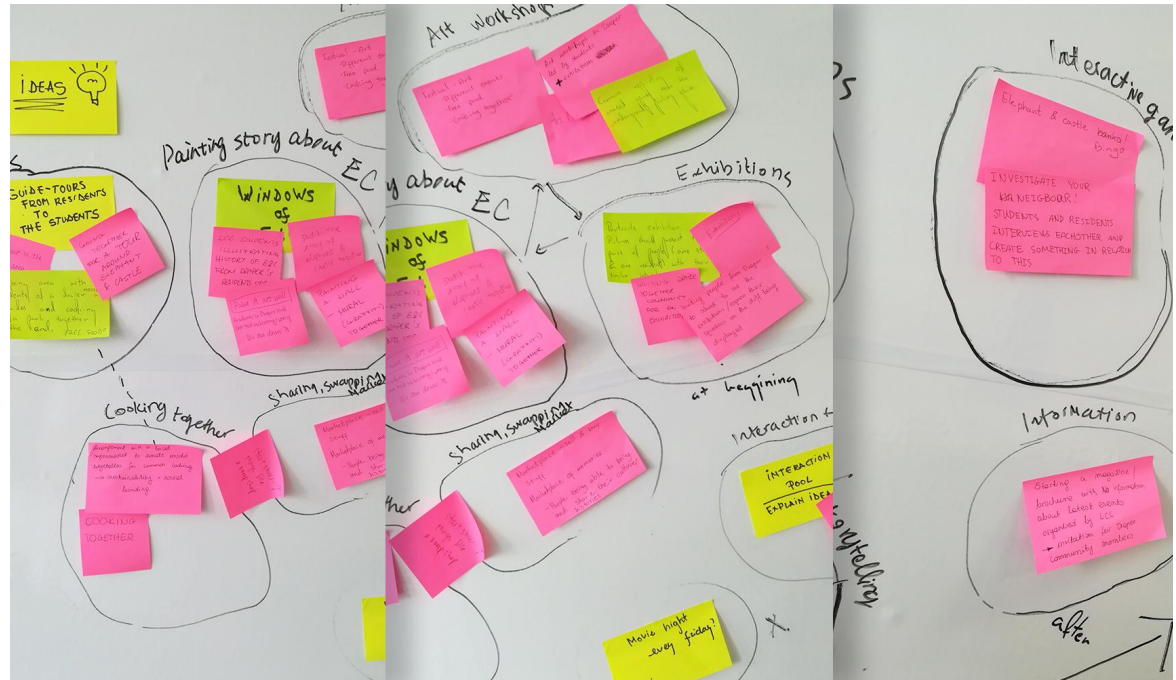
Interested  
in the  
history of  
the area

Build  
connection  
with the area

People are  
not open to  
interact

# Ideation part

trying to find  
the best solution  
to make the  
Draper House  
residents  
and LCC  
Students  
more connected.



# Finding connections between ideas

We've grouped all of our concepts and tried to find some connections between them.

We decided which of them are workable in the context of available places.



# The best way

Underground  
of Draper House  
was the best idea  
to make connection  
with residents  
and students.

This place  
haven't been  
used yet

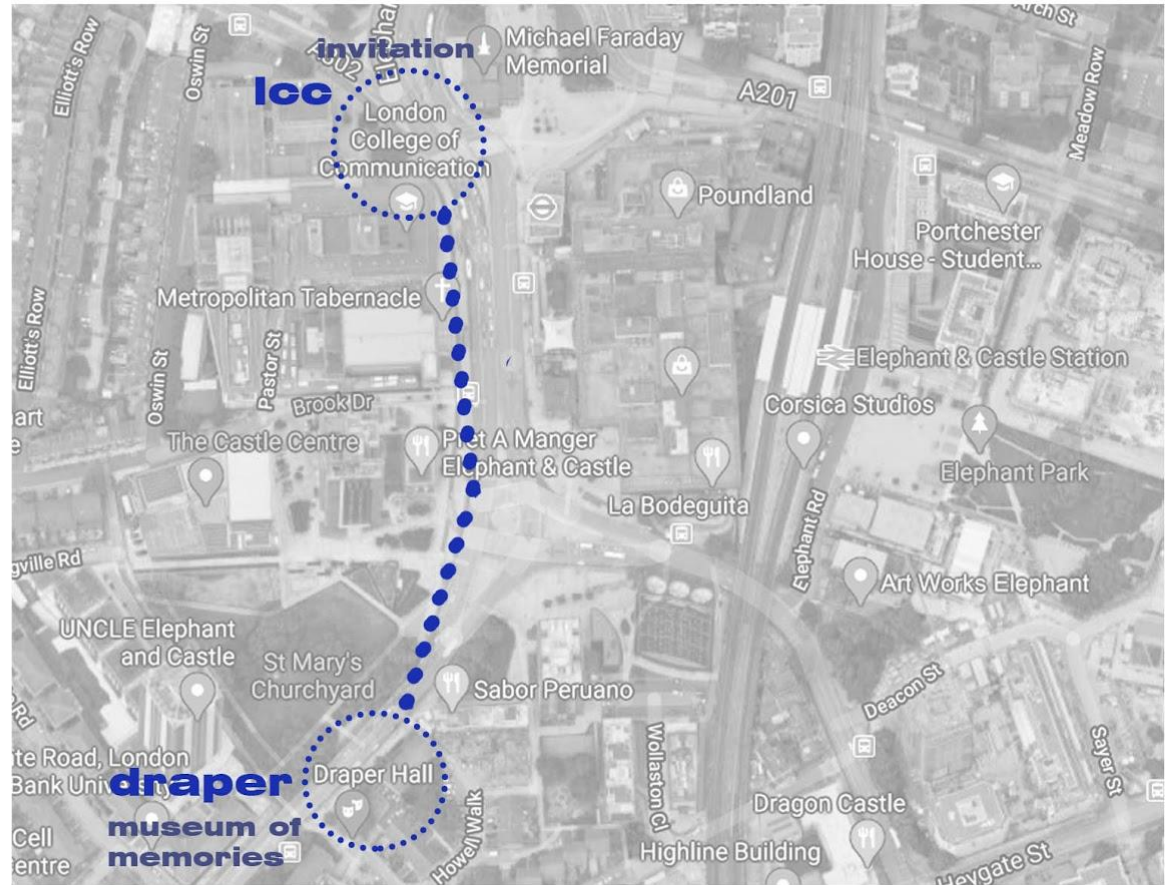


OUR  
PLACE



# the guideline

7 minute walk





## IDEA - museum of memories

**What:** art installation co-created from the memories from draper house people and LCC students

**For whom:** draper house residents and LCC students but also anyone interested can join

**Why:** to create a bridge between draper residents and LCC students- creating an ice breaker

**How:** have different stations with different materials where you can create your own or you can bring one from home. In the end you can pick up an memory

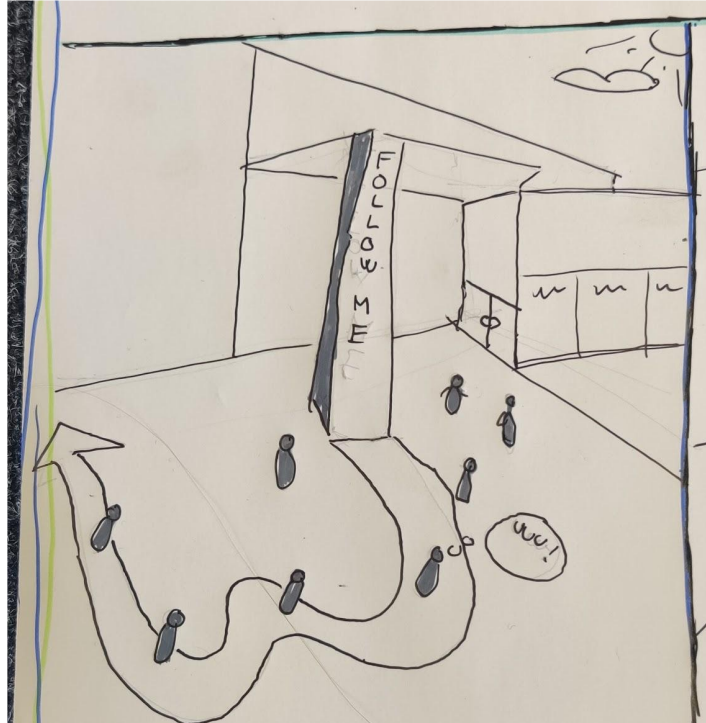
**When:** starting with first day of the week by preparing the site. 2-3 days to build the installation, 2 days to admire it and last day take it apart.

**Where:** starting point in front of LCC and the installation underneath the drapper building

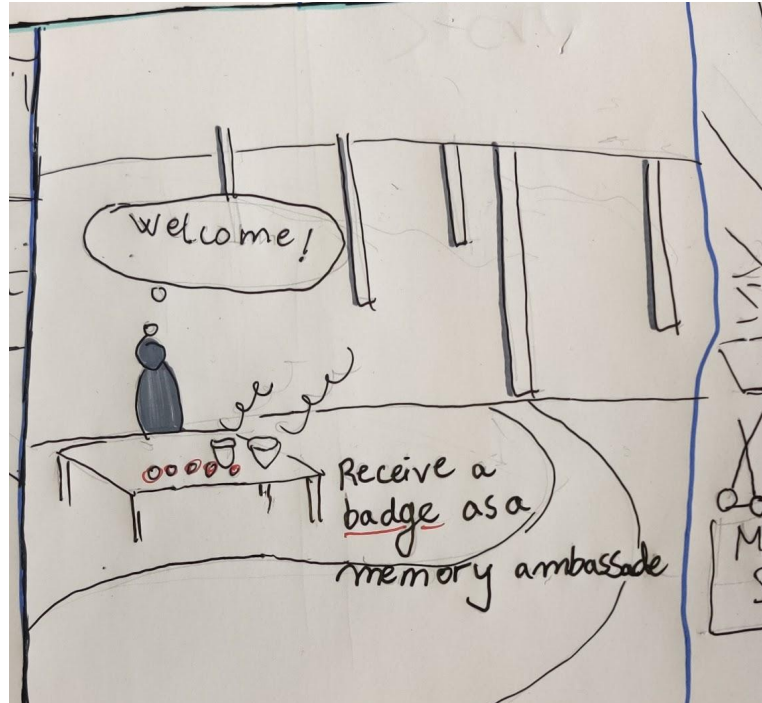
## the museum of memories



# The concept behind

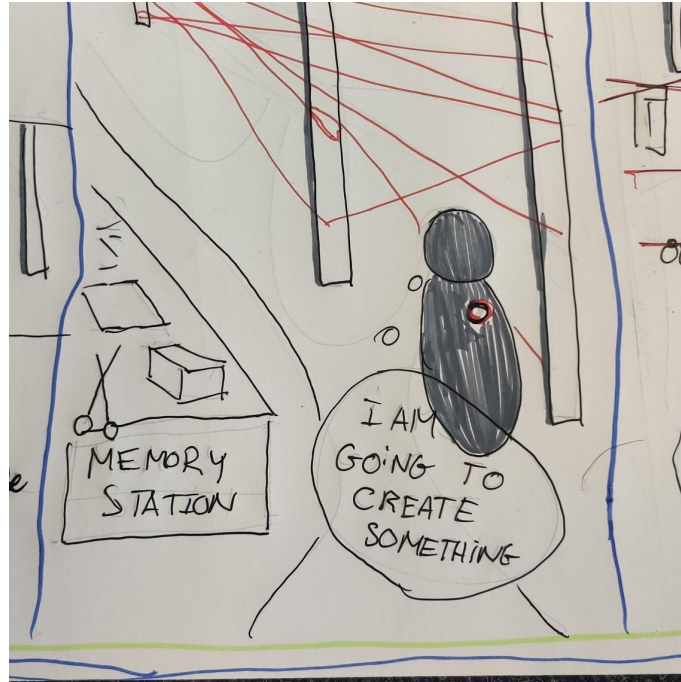


# The motivation

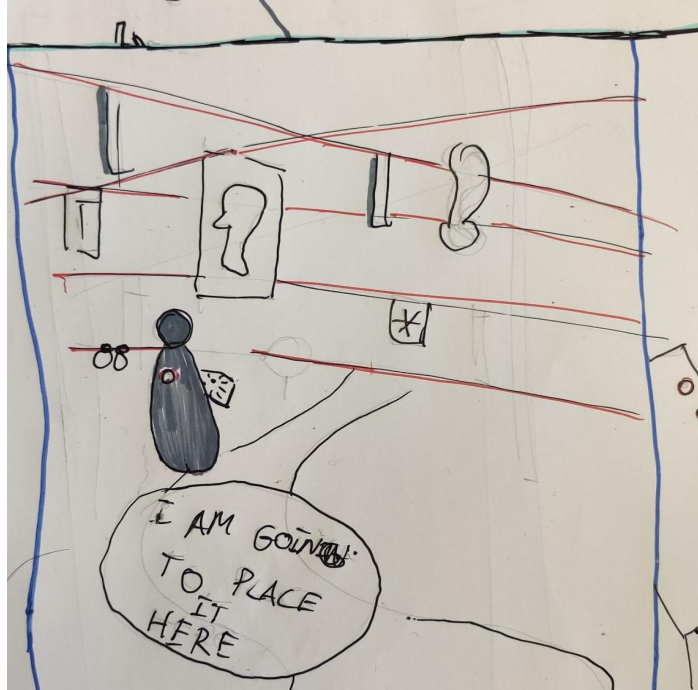




# Make the memory

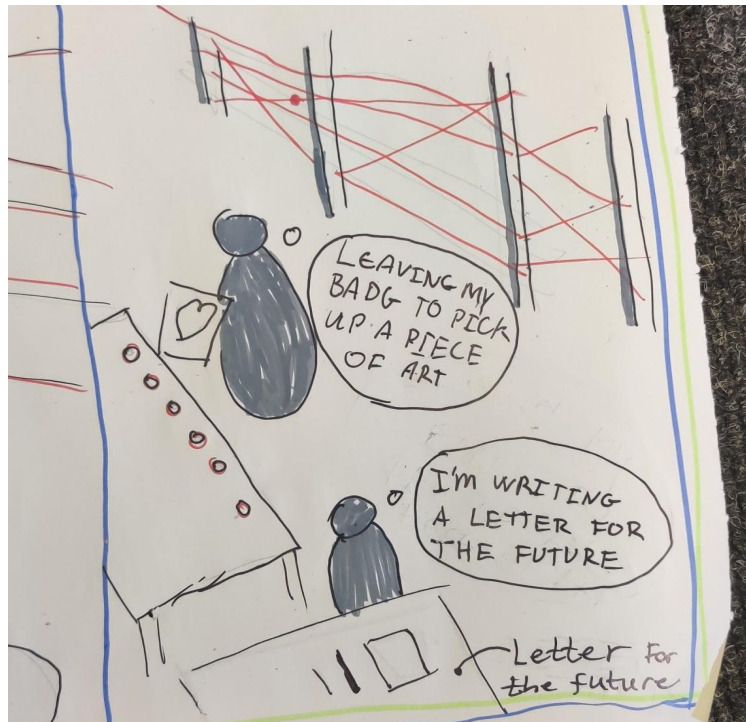


# Be part of the installation





# Leave a trace



# Motivation

Share their  
artworks



Feeling of connection

Build network

Be familiar with this area



Close to art

Feeling of connection

Meeting other people

have different experience




# Impact

**LCC:** Build network and make positive impact in the community

**Draper house:** Be a part of the community. Build connections with people and create better living experience through art-based events.

**Elephant and Castle:** Build connection with close neighbours and create an exchange and a sense of shared local community.





Thank you for listening

# Feedback

When we talk about the museum we need to be aware about the word museum

Make everything imaginative

The red line to connect the two spaces in a way

Emotional colour, what atmosphere we want to create

Think about future

Good prototypes: can you give something from your backpack

Can you use something like a Market then an museum

The red line can be seen as something negative

Read book: travelling concept of humanity- chapter tradition

Museum of innocence

How to increase the price of the time with the story that we are telling

Think about other people s memories: young people have less memories than the old people

# Pros and cons

## Pros

Idea of doing something together

It s engaging people to be active

Everyone has a voice

The idea of exchangeing items

## Cons

Hard to control the activity

To define memories

It s hard to know what will come out of it

# Sweethearts

**Annika, Fon, Kuba, Zuzanna, Sammy, Inga**



## Our aim

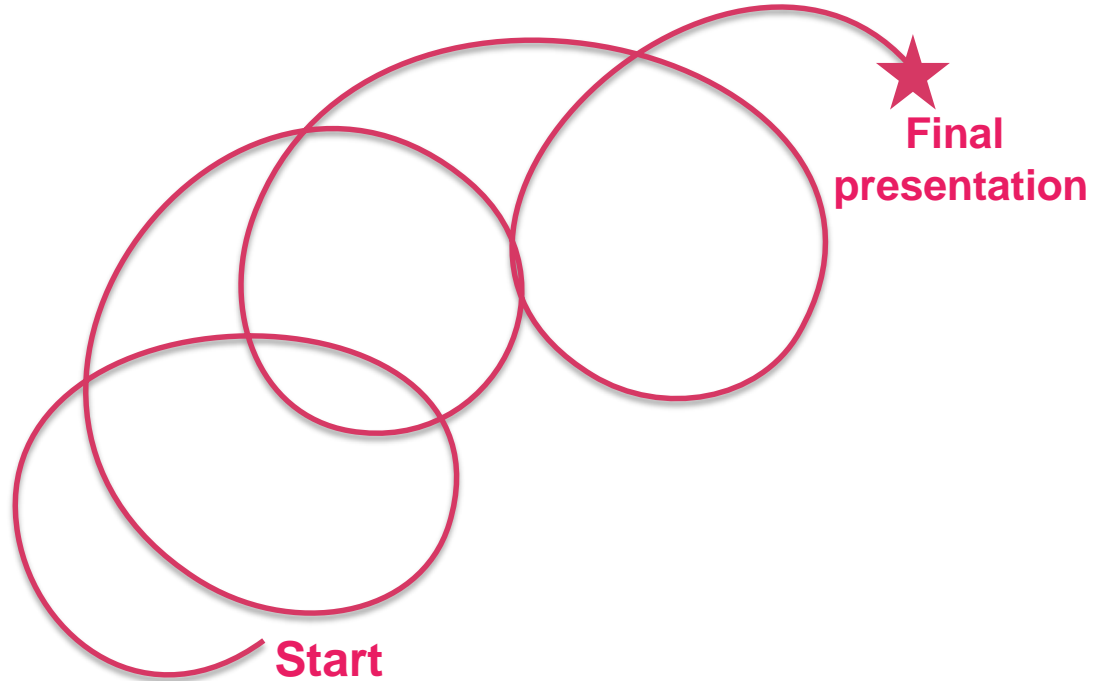
— — —

**Creating an exchange between Draper residents and LCC students in the Elephant and Castle Neighborhood leaving a sense of community amongst them.**

# Our proces

— — —

1. Provocation
2. Insights
3. Personas
4. Co-design session
5. Clustering data
6. Design requirements
7. Ideation
8. Final concept



## Our provocation scenario

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**What if there was no ownership in the future and the Centre of London was offices.**

# The insights

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PEOPLE ARE OPEN TO  
SHARING OWNERSHIP  
OF CERTAIN THINGS  
(eg. Appliances)

A SOCIAL COMMUNITY  
IS IMPORTANT.  
THEY WANT MORE CONN  
TIONS

LACK OF INTEREST

HMW HE  
TO STAY CLOS  
TO HOME IN ON  
TO CONNECT HER  
IDEAS TO A LARGER  
CO. TO FEEL INCLUDED

# The Intervention

— — —

## CO-DESIGN FLOW

### ICE BREAKER

PHOTOS OF DRAPER/  
LCC

IS THIS RECOGNIZABLE?

①  
FIRST  
IMPRESSION  
"WORD"

### CONTEXT

- WHAT, WHO ARE WE?
- OUR AIM
- BRIEF, FESTIVAL ECT.

OUR AIM IS TO CREATE  
A EXCHANGE BETWEEN  
LCC & DRAPER ESTATE.

①  
WORDS ASSOCIA — London Design Festival  
— Draper Residence  
— LCC  
— Art  
— ~~Evening~~ Evening  
— Community

— Elephant & Castle  
— Home

CO-DESIGNING  
WITH DRAPER/LCC

②  
BUILD  
YOUR  
DREAM

WHAT WOULD  
YOU LIKE  
TO SHARE W/  
FRIENDS/FAM/  
STUDENTS/RESIDENTS

WHAT MAKES  
SOCIAL  
COMMUNITY?

WHAT MAKES

[illegible]

# Design requirements

**1. Change image  
of both places**

**2. More approachable  
and livable**

**3. Need to  
have a social  
interaction**



# WHY?

# SOCIAL RELATION

- Creating community and exchange
- Bring different communities in Elephant and Castle together

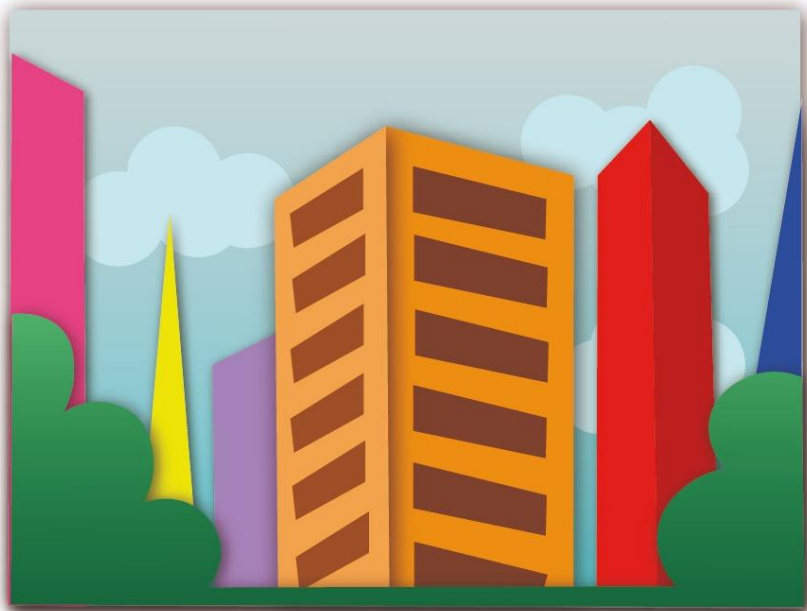
# Moodboard

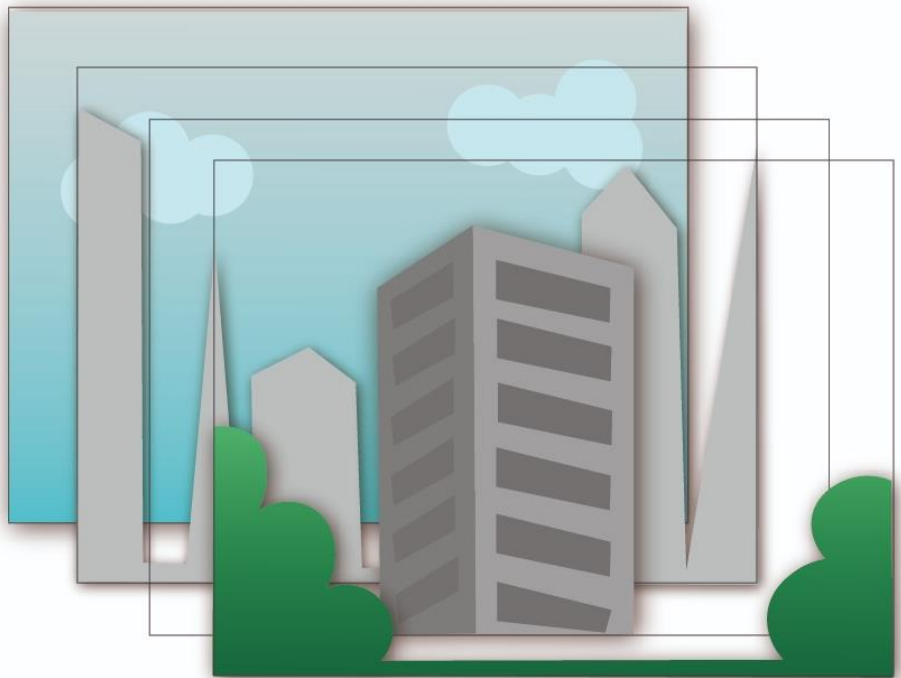
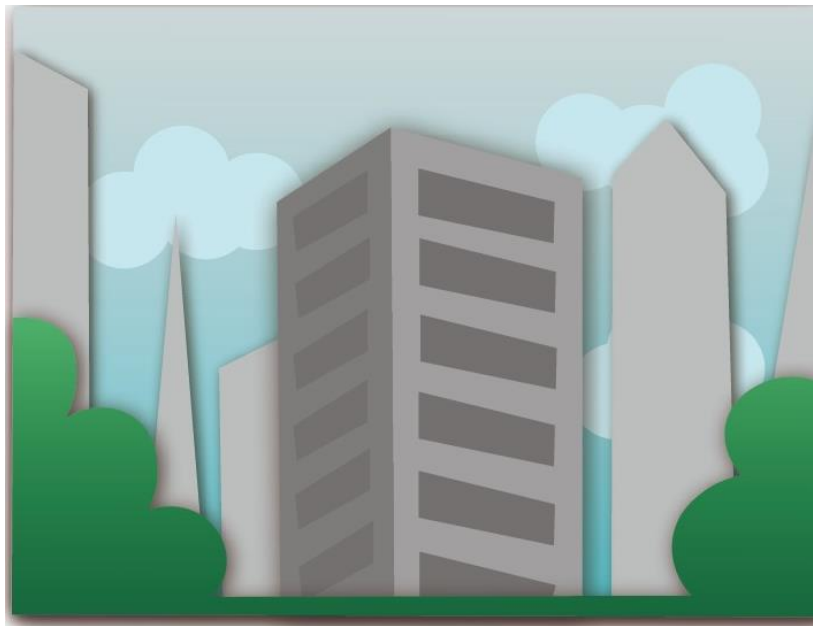


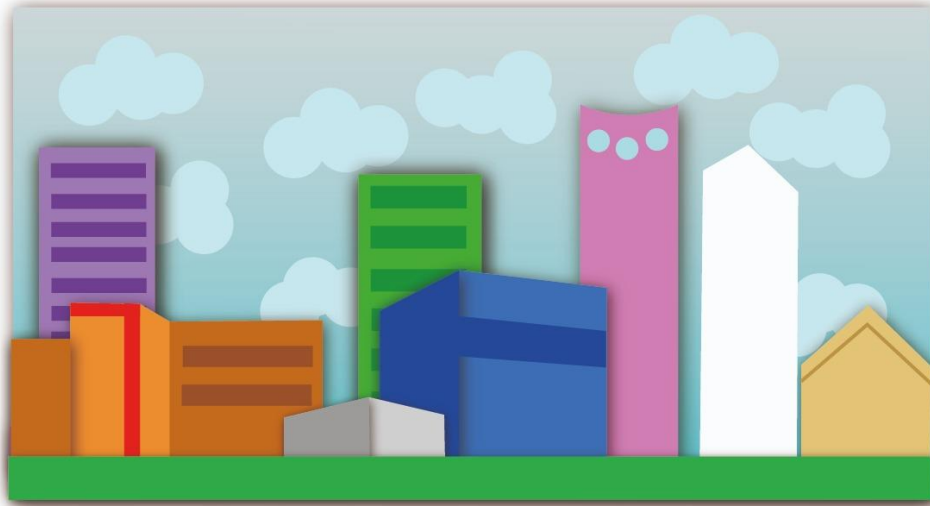
# Our proposal











# Material research

— — —

## PLYWOOD CORE MATERIAL



### The Core

Plywood can be impregnated to class B-s1,d0. The impragnation and drying process can lead to warping panels.



### The Whole Panel

Plywood including the top veneer can be impregnated to B-s1,d0. Impregnation cannot pass the glue layers in plywood, perforations might expose non-impregnated material.



## SOLID WOOD



### The Core

Solid wood can be impregnated to B-s1,d0, although few suppliers have certificates for all wood species. The impregnation and drying process can lead to warping products/ribs.



### The Whole Panel

Solid wood can be impregnated to B-s1,d0, but lacquers must be added afterwards. Fire classifications do seldom include the surface finish like lacquer, oil or stain.



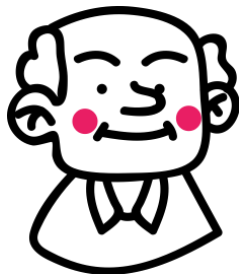
## ARCYLIC



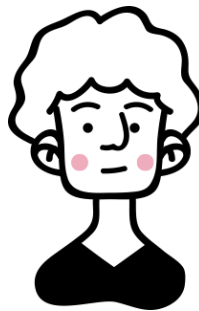
# FOR WHOM?



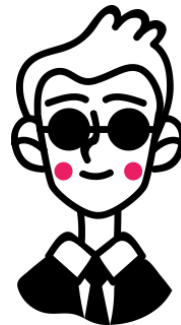
**LCC  
Students**



**Draper residents**



**Neighbourhood**



**London  
Design Festival  
Participants**



# WHERE?

LONDON  
DESIGN  
FESTIVAL



Draper House



LCC



# Roadmap

**Promoting  
our exhibition**  
(online, posters, ...)

**Creating**

**Exhibiting**

