



FIG. 1

frida

CONCEPT STORE

BY

ALEXA WILSON
STUDIO

REFERENCES

FIG. 1
DUVET DAYS ANATOMY (N.D.). GODDESS OF CONNECTION. [ONLINE IMAGE] PINTEREST.COM. AVAILABLE AT: <https://www.pinterest.com/pin/99782947980717522/> [ACCESSED 20 MAR. 2023].

FIG. 2
FRIDA (N.D.). ABOUT US. [ONLINE IMAGE] FRIDA.UK. AVAILABLE AT: <https://frida.co.uk/pages/about-us> [ACCESSED 20 MAR. 2023].



RESEARCH

- 1 the brand
- 10 the location
- 19 the future

CONCEPT

- 26 the brief
- 27 the research
- 29 the exploration
- 31 the direction
- 34 the development
- 37 the application

DEVELOPMENT

- 39 the space
- 47 the interior
- 52 the lighting
- 53 the furniture
- 55 the materials
- 56 the sustainability

PROPOSAL

- 58 the space
- 62 the interior
- 63 the lighting
- 64 the furniture
- 65 the materials
- 66 the schedules
- 71 the visuals

TECHNICAL DRAWING PACKAGE
REFERENCES

CONTENT

FIG. 68
GI-SEOK, C. (2021). FLOWER STUDY. [ONLINE IMAGE]
INSTAGRAM. AVAILABLE AT:
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fridacares



Frida Cares, the concept store by Frida, offers a unique and nurturing space dedicated to women and parents from different generations. With personalized assistance and support, it aims to serve as a comprehensive and convenient one-stop destination, optimizing time and alleviating stress through its diverse range of products and services. The presence of expert midwife consultants adds credibility and guidance, establishing trust and providing peace of mind to new and anxious parents.

Looking at the bigger picture, the store indirectly contributes to the overall well-being of the healthcare system, particularly the local NHS. By providing a dedicated space where parents can find answers and support, it effectively reduces the strain on medical resources, benefiting first-time parents who seek non-urgent guidance. This enables the NHS to optimize its resources, prioritizing urgent care. Although initially limited to Greater London, the success of Frida Cares has the potential to inspire nationwide adoption, benefiting even more parents and the healthcare industry as a whole.

Designing the store to cater to this diverse user base is a significant responsibility. It should evoke a sense of tranquility and empowerment, achieved through meticulous selection of materials, colors, and lighting, while maintaining the distinct Frida brand identity. By focusing on design considerations that create an appealing and marketable destination, Frida Cares strives to provide an exceptional experience for its target customers, fostering loyalty and maximizing business potential.

CONCEPT DEVELOPMENT

FIG. 69
FRIDABABY (2023). WARNING: THIS CAR MAKES
SUDDEN STOPS (AND U-TURNS). [ONLINE IMAGE]
INSTAGRAM. AVAILABLE AT:
[HTTPS://WWW.INSTAGRAM.COM/P/COOJTRXVXMU/](https://www.instagram.com/p/COOJTRXVXMU/)
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- CONCEPT
- THE BRIEF
- RESEARCH
- EXPLORATION
- DIRECTION
- DEVELOPMENT
- APPLICATION

the client:

FridaBaby and FridaMom, subsidiaries of parent company Frida, are innovative brands based in Miami. Their mission is to empower parents with products that alleviate the challenges of parenting and provide postpartum care for women during the fourth trimester. Currently, their products are available exclusively online or in UK pharmacies. To expand their reach and enhance the brand experience, Frida Cares, a concept store located at 41 Great Marlborough Street, will be established as their first physical location in the UK. This launch follows an impactful brand awareness campaign initiated in 2021.

the project:

The Frida Concept Store is an experiential-led retail space designed for the year 2043, incorporating cutting-edge technology and catering to the needs of future customers. The primary objective of the store is to offer a transformative and educational environment, where customers can engage in interactive and informative experiences. The store's layout is carefully curated to guide customers through a narrative journey, starting from fertility care and extending to baby care. By offering a comprehensive range of products and services, the store aims to serve as a one-stop-shop, relieving pressure on the NHS by providing expert consultations for non-emergency healthcare needs.

the users:

The Frida Concept Store caters to a diverse range of customers, including parents and women seeking pregnancy and postpartum care. The store recognizes the unique needs of two generations of women: Generation Z and Generation Alpha. The space is designed to address their specific requirements during pregnancy, postpartum, and baby care. Currently, there is a noticeable gap in the UK market for a comprehensive, informative, and convenient one-stop-shop that caters to all these needs. The Frida Concept Store aims to fill this gap by providing a curated selection of products and services, coupled with an experiential service approach, to meet the demands of its target customers.

the BRIEF

- Basement: 400.34sqm
~100-150 people
- Ground: 215.64sqm
~50-100 people
- Mezzanine: 163.21sqm
~40-80 people

SPATIAL requirements

Accessibility & Inclusivity Zone: Educational Zone:

- Family Room per floor
- Changing Stations per floor
- Nursing Pods
- Stroller Storage
- Pause Points
- Play Area
- Staff Break Room

- FridaFertility Narrative Display
- FridaMom Narrative Display
- FridaBaby Narrative Display
- Flexible Event Space
- Educational Gallery
- Demo Station
- Consultation Station

Sales Zone:

- Produc Displays
- Automated Point of Sales
- Product Storage

If parenthood
came with a GPS,
it would mostly
say: recalculating.

fridababy®

FIG. 69

REFERENCES

FIG. 70
BYKIDO (2021). MOTHERCARE EXPERIENTIAL STORE AT PARAGON OPENS WITH SPECIAL GIVEAWAYS AND DEALS! [ONLINE IMAGE] BYKIDO. AVAILABLE AT: <https://www.bykido.com/blogs/playgrounds-and-more/mothercare-experiential-store-at-paragon-reopens-with-special-discounts-and-deals> [ACCESSED 21 MAY 2023].

FIG. 71
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retail PRESENT



Currently, physical stores for baby care products and postpartum care products are commonly located in direct and indirect retailers such as pharmacies, boutique local shops, or larger retailers like Mothercare. However, these existing retail spaces present numerous challenges for shoppers in this unique target market, necessitating a fresh approach like Frida Care. By addressing these challenges and providing an improved shopping experience, Frida could cultivate brand loyalty.

Gave ⁽²⁰²¹⁾ emphasises the significance of a seamless and convenient shopping experience. While the article primarily focuses on e-commerce, potential solutions also address some of the challenges identified in a survey conducted by Wilson in 2023 ^(Frida Concept Store Survey: Understanding the Needs and Preferences of Parents and Caregivers). The majority of respondents expressed inconvenience in manoeuvring with a stroller, while the second majority reported difficulty in finding products. Gave ⁽²⁰²¹⁾ also suggests using simple and friendly language in product displays and providing well-categorised menus. Frida Cares can incorporate these suggestions by incorporating visible signage and adopting a narrative layout, creating an intuitive shopping experience.

Miller's ⁽²⁰²¹⁾ article affirms that retailers in these industries fail due to a lack of innovation, outdated store formats, and an inability to adapt to evolving consumer expectations. Frida Cares should consider these factors and strategise its space planning to create customer-centric shopping environments that cater to its target customers.

Drawing insights from personal experiences and available resources, Frida Cares aims to overcome the existing challenges in the retail landscape of baby care and postpartum products. By doing so, it will provide a cohesive and improved shopping experience for its customers in 2043.

retail FUTURE

The prospects for Frida Cares are indeed promising as it aims to revolutionize the shopping experience for its target customers, specifically first-time parents and women, while providing valuable support. By addressing the gaps and challenges in the current retail landscape for baby care and postpartum products, Frida Cares has the potential to create a unique and customer-centric shopping environment.

According to Brown ⁽²⁰²²⁾, who wrote an article on the future of retail, presenting innovative ideas and concepts in the retail industry is crucial to captivate customers and offer unique experiences. Frida Cares can leverage this insight by incorporating creative and experiential elements in its store design and customer interactions. By doing so, Frida Cares can differentiate itself from traditional retailers and attract customers who seek novel and engaging retail experiences.

Furthermore, the article ^(Brown, 2021) highlights the evolving nature of the retail landscape, particularly in the post-COVID era. Customers are increasingly seeking immersive and engaging retail experiences, indicating a shift towards experiential-led interactions. Frida Cares can capitalize on this trend by creating an environment that goes beyond traditional shopping, offering personalized assistance, educational resources, and a sense of community for new parents and women. This approach will not only enhance customer satisfaction but also contribute to building brand loyalty and long-term success.

While Frida Cares faces competition from established retailers such as Mothercare and Mamas & Papas in the baby and mom product market in the UK, it can view this as an opportunity. Unlike its competitors who carry various brands, Frida Cares offers a focused brand that provides a one-stop shop for all the needs of its target customers. This focused approach sets Frida Cares apart and positions it as a specialized destination for baby care and postpartum products. With confidence in its ability to offer innovative products that address present and future problems, Frida Cares can stand out in the market and establish its competitive edge..



CONCEPT

THE BRIEF

RESEARCH

EXPLORATION

DIRECTION

DEVELOPMENT

APPLICATION

REFERENCES

FIG. 72 - FIG. 74
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FIG. 78 - FIG. 79
NUBO (N.D.). NUBO COVER. [ONLINE IMAGE] NUBO. AVAILABLE AT: <https://www.nubo.com.au/>.

Mothercare

EXPERIENTIAL STORE

Singapore's Mothercare retail store provides an immersive shopping experience for first-time parents, offering the assistance of in-store nursery consultants and interactive demo stations that showcase versatile strollers. Customers are encouraged to test the products and envision them in a home environment. The store also features a dedicated kids' corner and spacious aisles to accommodate easy movement. However, the product display follows a traditional grid-style layout. In contrast, Frida Cares could enhance its shopping environment by adopting a narrative-style layout for seamless navigation, as well as considering a more inviting interior scheme that moves away from the traditional white-light and clinical ambience often found in similar stores.



Wellness Retail

EXPERIENTIAL STORE

Wellness retail encompasses a diverse range of products and services that promote self-care and holistic health. Frida Cares aims to create an enjoyable and stress-free shopping experience, aligning with the principles of wellness. To cultivate a calming atmosphere, Frida Cares can draw inspiration from the interior schemes of skincare and spa establishments, which often utilise natural elements to create a serene ambience. By incorporating these elements, Frida Cares can enhance the overall well-being of its customers and contribute to a more relaxing and fulfilling shopping environment. Currently, more skincare retailers have a demo station for customers to try on before purchasing the products. On the other hand, in spa establishments, the focus is on sensorial and immersive experiences, using aromatherapy and visual and audio elements to enhance the senses. Frida Cares needs to strike a balance with these elements, avoiding overstimulation as customers, especially those with babies, may already be experiencing mental clutter and may prefer a simplified sensory experience.



CONCEPT

THE BRIEF

RESEARCH

EXPLORATION

DIRECTION

DEVELOPMENT

APPLICATION

Children Cafe

EXPERIENTIAL STORE

Children's cafes and indoor play areas are typically sensory spaces for children, utilizing a variety of textures, colours, patterns, and lighting. The dedicated space for children in Frida Cares can either complement the overall interior or take a contrasting approach. However, the primary goal for this space should be to ensure the safety of children, and the store should incorporate elements that help absorb the noise generated from this area.





CONCEPT

THE BRIEF

RESEARCH

EXPLORATION

DIRECTION

DEVELOPMENT

APPLICATION

2043

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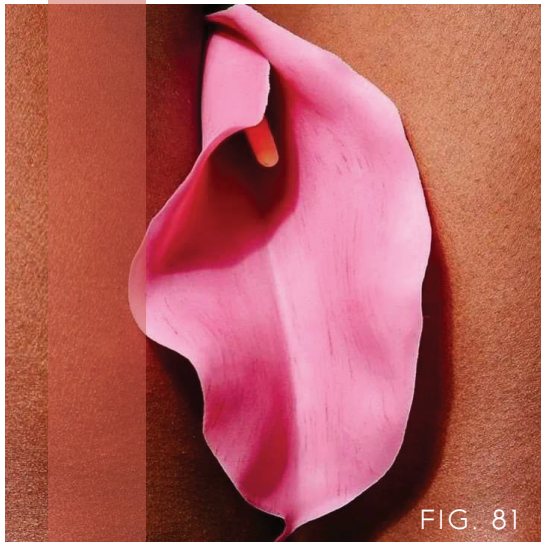
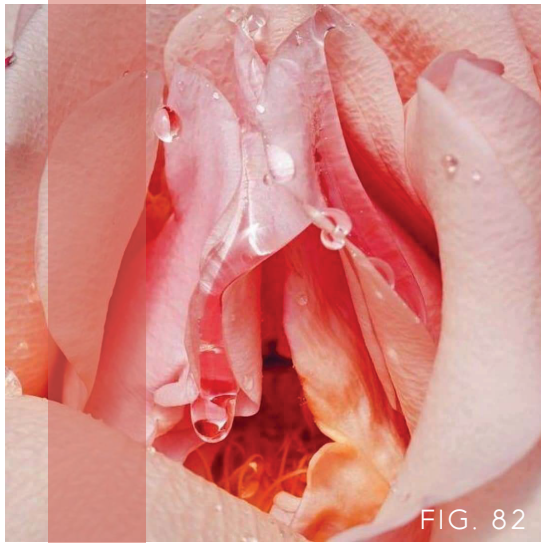
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FIG. 84 - FIG. 85
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keywords ANALYSIS

Through observation of FridaMom and FridaBaby's social media feed, a pattern emerges in the posting of abstract vulvas depicted using flowers. The aesthetics of these images are both sophisticated and empowering, with each layer of the flower symbolizing embracing transformation. Flowers, known for shedding their petals, hold a deeper meaning for women and parents undergoing their own transformative journeys. Further analysis reveals the work of talented artist Cho Gi-Seok, who utilizes flowers in body art and photography. This inspiration leads to the concept of exploring nature and creating abstract art inspired by its beauty.



TRANSFORMATIVE

INTUITION

EMBRACING

INSTINCTIVE

EMPOWER

NATURAL

SOPHISTICATE

WELLNESS

TRANSPARENCY

MODERN

Cho GiSeok's captivating works blend flowers and body painting, creating visually striking compositions that contrast with the human form. This unique combination embodies the delicate beauty of flowers and the transformative power of self-expression, fostering a sense of unity between nature and individuals. With multiple interpretations, Cho GiSeok's art invites viewers to explore their own perceptions of beauty and transformation. Through skillful use of color, texture, and composition, Cho GiSeok pushes artistic boundaries, evoking awe and fascination while challenging conventional notions of beauty and self-expression.

CONCEPT

THE BRIEF

RESEARCH

EXPLORATION

DIRECTION

DEVELOPMENT

APPLICATION

REFERENCES

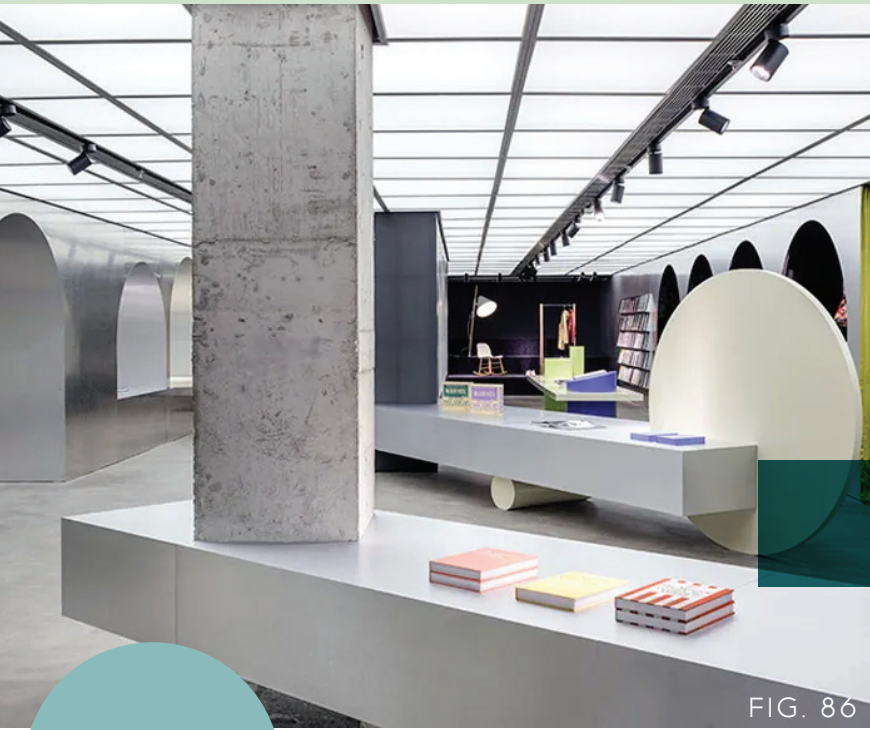
FIG. 86 - FIG. 88
WEIBLEN, D. AND CAIOLA, ALBERTO (2018).
HANGZHOU DREAMSCAPE MARRIES THE ART OF
BOOKS WITH NORMANN COPENHAGEN FURNITURE.
[ONLINE IMAGE] DESIGNBOOM.COM. AVAILABLE AT:
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STEIN, V. (2020). LANGUID. [ONLINE IMAGE]
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FIG. 90
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IMAGE] INSTAGRAM. AVAILABLE AT:
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design PRINCIPLES

To develop a concept, the explored keywords can be translated into various design elements such as space, light, form, color, texture, furniture, and objects. Taking inspiration from the exaggerated scale of the Shanghai Book Store, the design aims to balance raw, rough textures with smooth, shiny elements to avoid an excessive brutalist aesthetic.



OSIOS

DIVERSE
ARTISTIC
GEORGIAN ARCHITECTURE
AXIAL SYMMETRY
STUCCO
RIGID

BRICKS
STONE
CLASSICAL

FRIDA
MODERN OFFICE DESIGN

- ELEMENTS OF POSTMODERNISM**
- BRIGHT COLOURS
 - CURVED FORMS
 - ASYMMETRY
 - INNOVATIVE MATERIALS
 - FRAGMENTATION
 - ABSTRACT FORMS

(AGRAWAL, 2020)



CONCEPT

THE BRIEF

RESEARCH

EXPLORATION

DIRECTION

DEVELOPMENT

APPLICATION

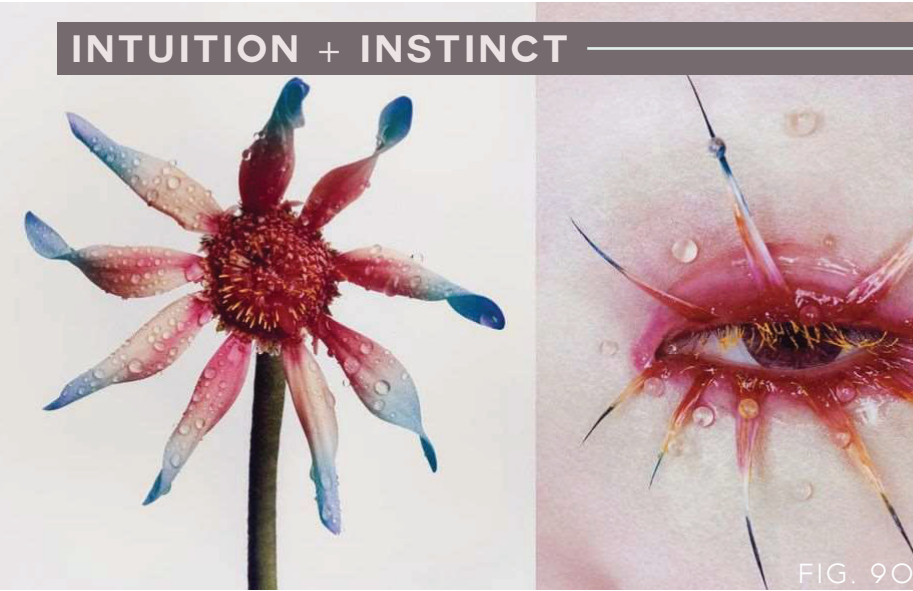
- SOLID FORM
STRONG FORM
RIGID DURABLE MATERIAL
BOLD COLOURS
FEATURE STRUCTURE
EMPOWERMENT

TRANSPARENCY
OPACITY IN TEXTURE



TRANSFORMATIVE

CHANGING FORMS
MULTIFUNCTIONAL DESIGN
FLEXIBLE SPACES

Three line drawings of a flower in different stages of bloom, from a closed bud to a fully open flower.

INTUITION + INSTINCT ————— NATURAL

- FLOWERS**
- SOPHISTICATE
 - DELICATE
- HUMAN FORM**
- UNITY
 - HARMONY
 - CONTOURS
 - BIOMIMICRY
 - BIOMORPHISM
 - CURVES
 - SILHOUTTE

exploring FLOWERS

The concept direction revolves around the exploration of flowers as a source of inspiration to develop unique forms for the space. At this stage, no specific species of flowers have been selected; rather, the focus is on studying the intricate structures of various flowers.

Through this process, the aim is to capture the essence of floral beauty and translate it into architectural elements.

Through close observation of flowers and their intricate structures, a foundation is established to discover captivating forms. The contours of petals gracefully outline distinct layers that gradually unfurl, unveiling progression. To capture this essence, a diverse range of materials is employed to emulate the forms. Blue tissue paper is delicately scrunched to mimic the blooming process of flowers with multiple petals. However, it is worth noting that while the abstract paper flowers exhibit layered beauty, they lack the inherent protective movement where each petal shields the ones beneath it.

Additionally, inspiration is drawn from flowers in their unopened state, offering a concept for nursing pods that can transform from a bulb-like structure when in use to a blossoming form when not in use. Furniture becomes an integral part of the space, seamlessly blending with the overall structure of the building. Clay-supported standing flowers and wire flowers arranged in various orientations suggest potential structures for product displays or marketing screens. One particularly intriguing arrangement involves an inverted flower, evoking a sheltering movement that serves as inspiration for lighting design.

Exploring the flowers from different angles reveals a captivating interplay of forms, inviting viewers to engage with the space on a deeper level. Closer examination reveals the intricate network of veins within the petals, acting as conduits for nourishment and providing essential structural support. Illuminated by light, the petals come alive with varying degrees of transparency, adding a dynamic element to their visual appeal.

Lastly, the exploration of scattered petals seeks to uncover a pattern that imparts a distinctive character to the space. This approach echoes the diverse and individualized nature of parenthood, where every woman and baby possess their own unique qualities. The concept's direction need to harmoniously merge the elegance of flowers with the beauty and complexity of the human body, creating a unified design.



CONCEPT

THE BRIEF

RESEARCH

EXPLORATION

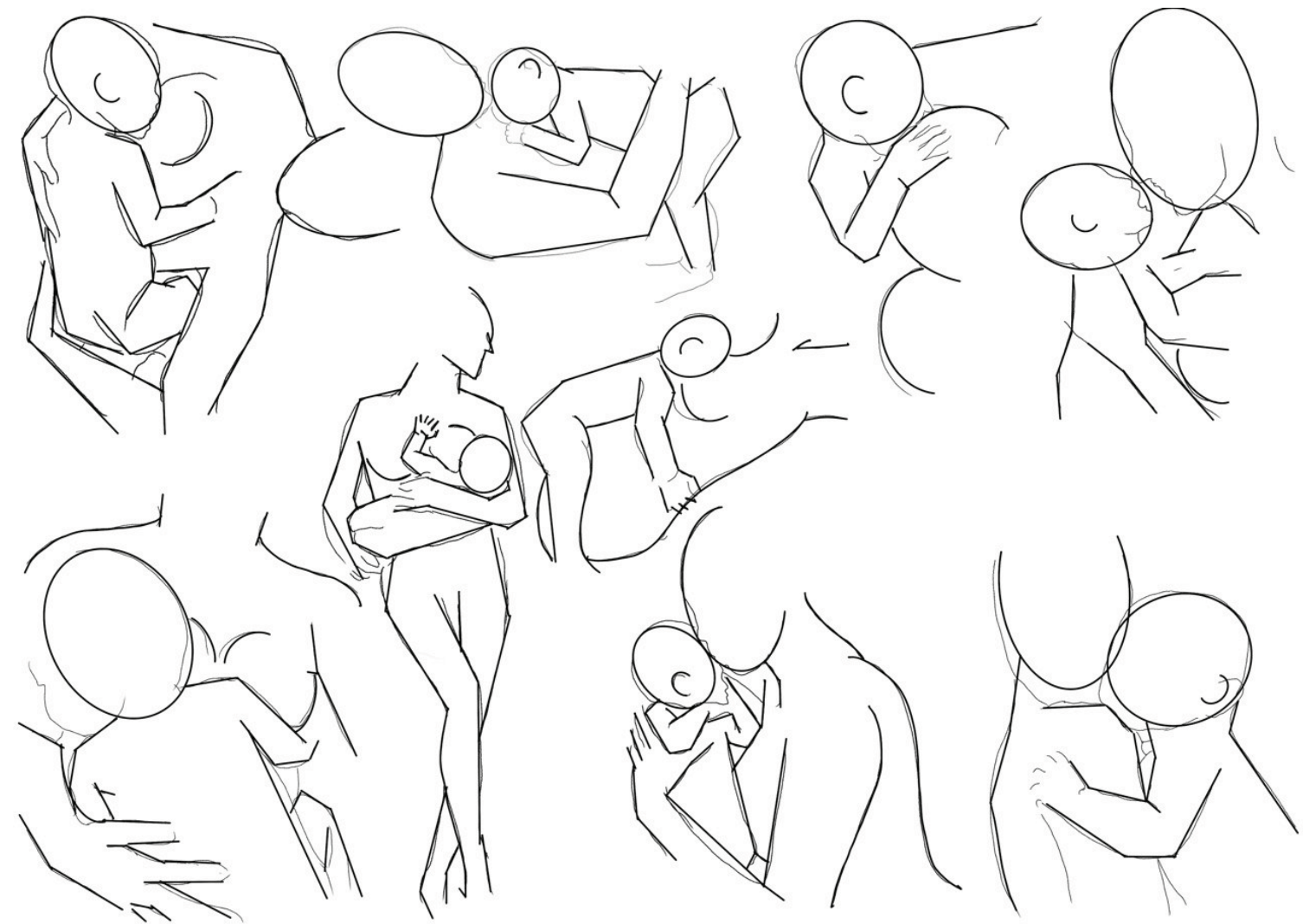
DIRECTION

DEVELOPMENT

APPLICATION

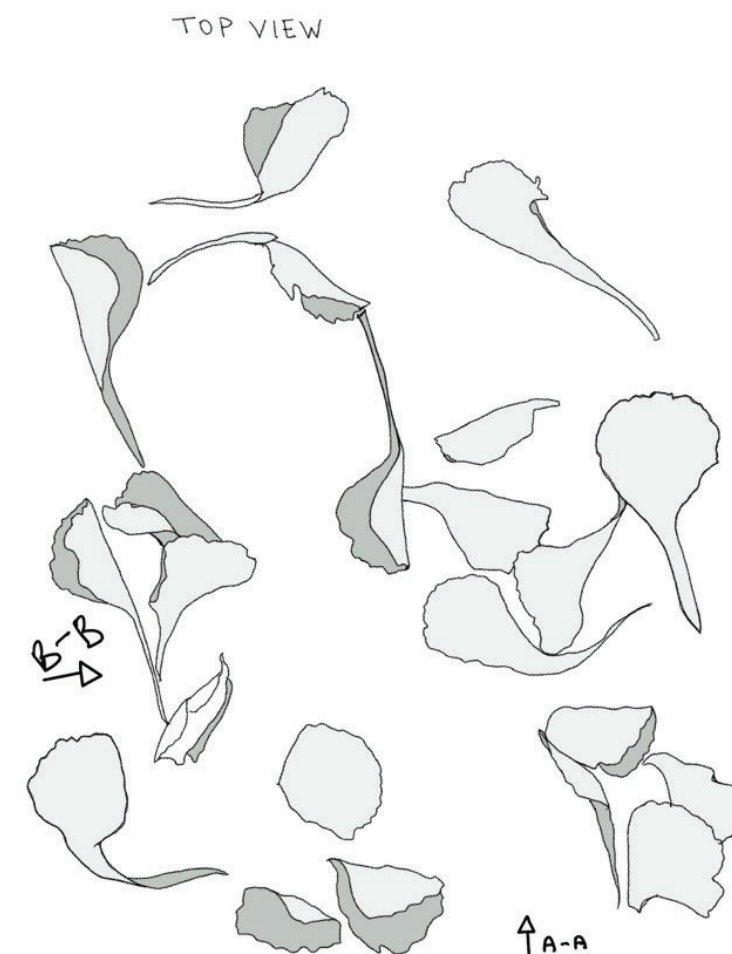
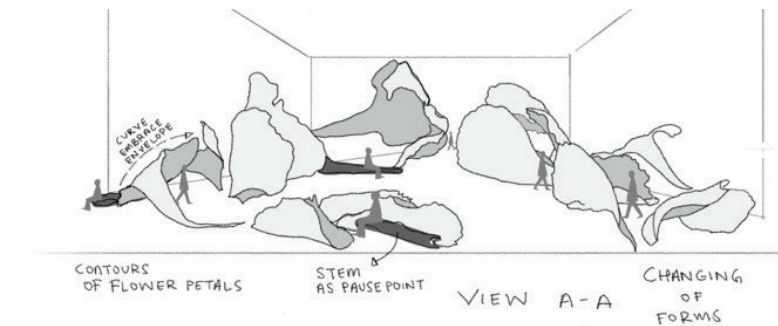
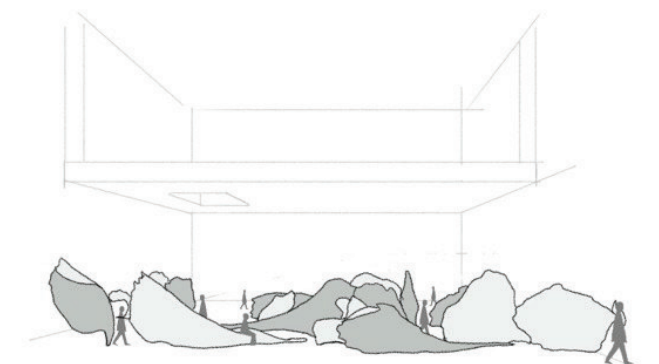
exploring HUMAN FORM

Inspired by the artistic works of Cho Gi-Seok, which beautifully merge flowers and the human body, the concept explores the profound connection between a baby and its mother. Through a series of sketches, the essence of this bond is captured in various forms: from the gentle cradling of the baby to the intimate "koala cling" and the nurturing act of breastfeeding. These initial sketches revealed intricate lines that, while reflecting the complexity of the human form, needed refinement to convey a sense of elegance and simplicity. By employing basic lines and minimizing the use of curves, a cleaner and more refined contour emerged, softening the overall appearance. The abstract sketches convey a powerful narrative, and it would be wonderful to showcase them artistically within the space.



merging FLOWERS + HUMAN FORM

Developing a concept from exploration of flowers and the human form, the design seeks to seamlessly merge them by utilizing petals to outline the bond between a baby and mother. By strategically arranging smaller petals at various angles, lengths, heights, and orientations, captivating and unique forms emerge. However, when observed from a top-down and sides perspective, the outlines become less distinct, resulting in a cluttered appearance. To overcome this challenge, the consideration of using larger petals to maintain clarity and create intricate curves from every angle is being explored. It's important to note that this unintended clutter creates pockets of privacy, which can be advantageous for demo stations, particularly for FridaMom's more intimate products compared to FridaBaby's offerings. Additionally, the baby's head area holds transformative potential as a versatile space for hosting events or workshops, provided it incorporates an element that allows for easy opening and closing.



CONCEPT

THE BRIEF

RESEARCH

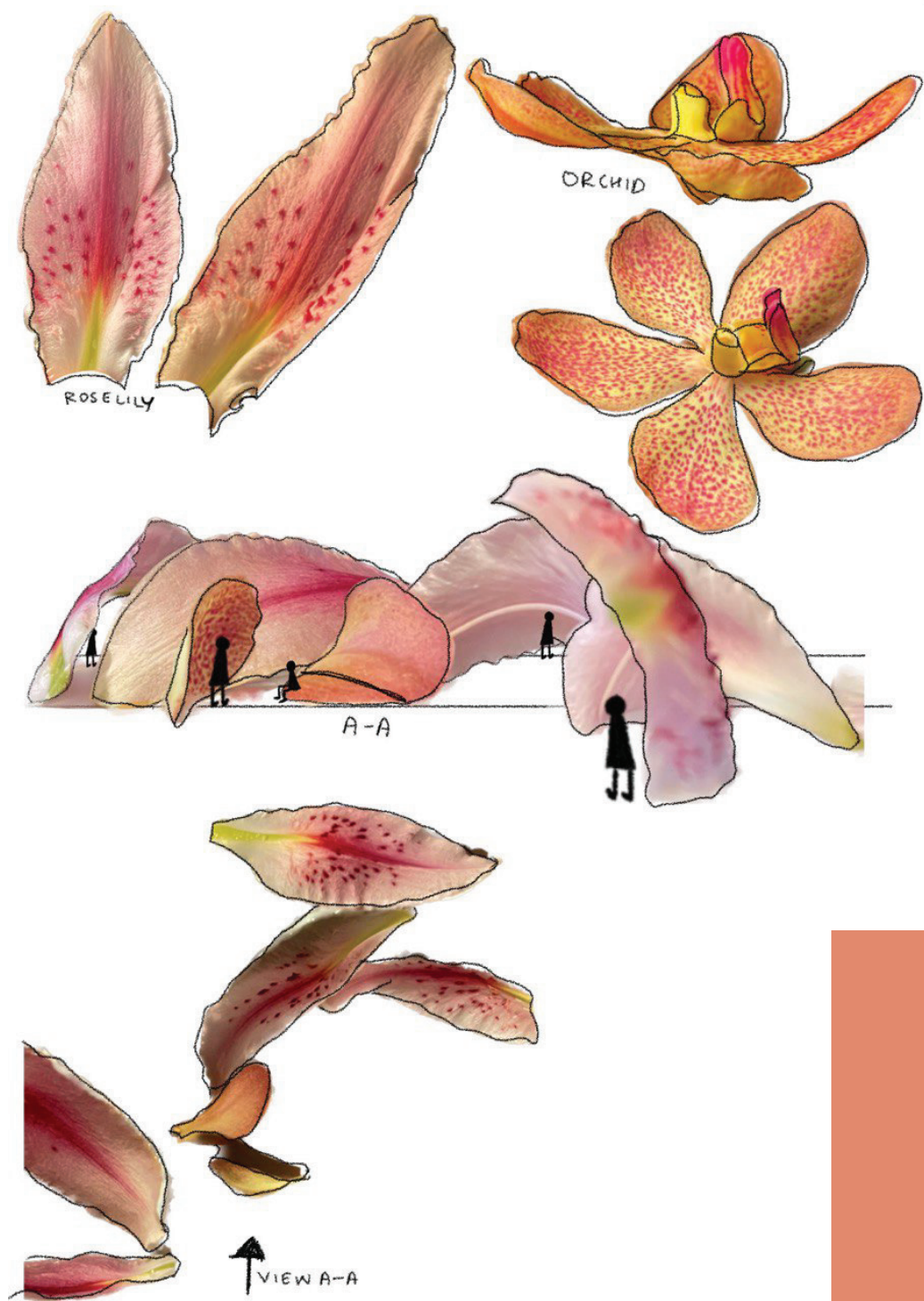
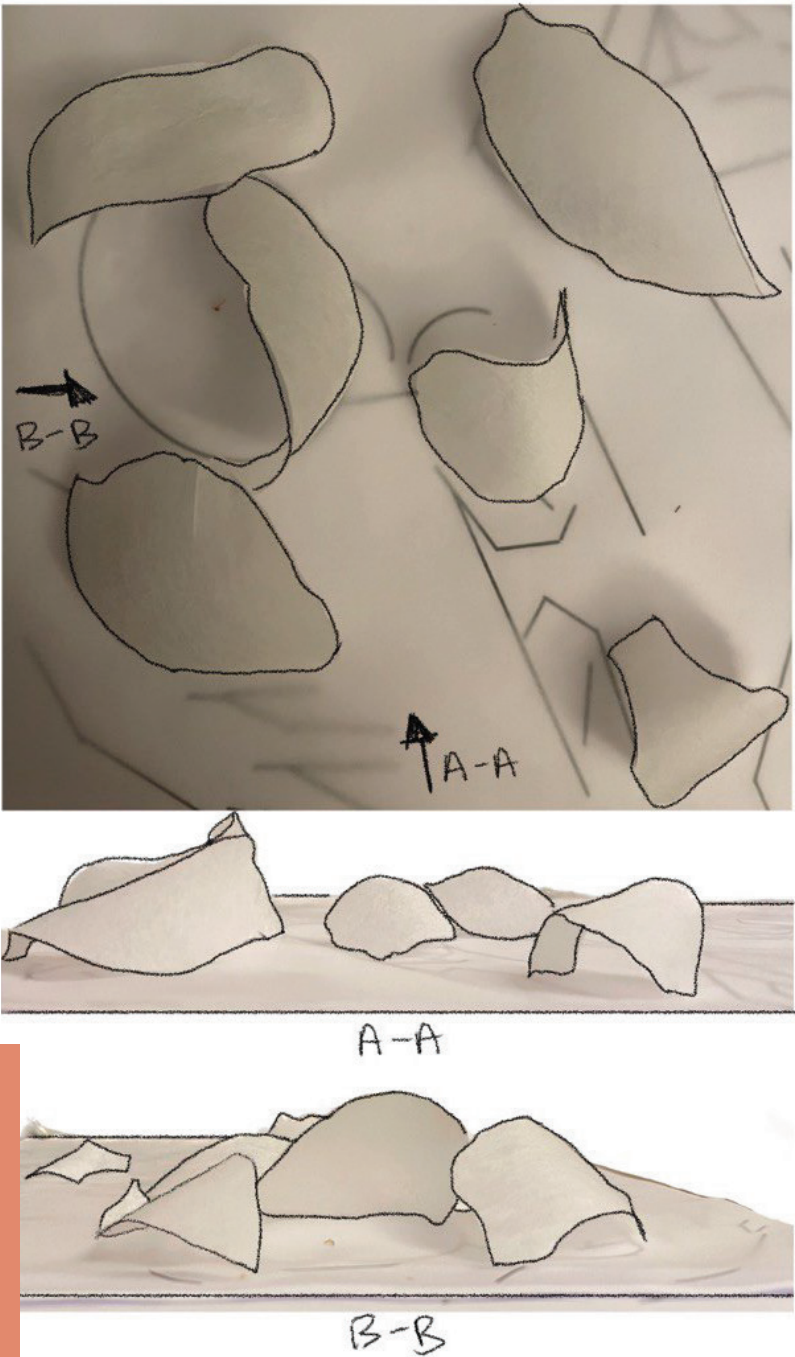
EXPLORATION

DIRECTION

DEVELOPMENT

APPLICATION

FIG. 91
LUNA, P. (2023). OUR SHELL RESTAURANT DETAILS.
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developing BIOMORPHIC DESIGN

Building upon the concept of merging flower petals and the human form, the exploration expanded to include the use of larger petals to create distinct and captivating forms that align with the Frida identity and the desired aesthetic of a minimalist, modern, and uncluttered space. The incorporation of biomorphic elements and the concept of fragmentation played important roles in the further development of the design concept.

To refine the concept, tracing paper cutouts of varying sizes and flower species were utilized to contour the human form, resulting in fragmented yet harmonious shapes. The transparency, fragility, and delicateness of the tracing paper served as inspiration for selecting materials that embody these biomorphic qualities. By embracing the concept of fragmentation, the design aims to create an intriguing visual language that evokes organic and natural aesthetics.

The simplicity of the colorless paper emphasizes the biomorphic forms and their interplay with light and shadow. Through the skillful use of a curling technique, employing a rod, the paper petals were manipulated to closely conform to the curves and contours of the human body, enhancing their biomorphic qualities and fostering a dynamic visual experience.

Further exploration will involve the selection of materials that embody fragility, delicateness, transparency, and biomorphic characteristics. The interplay of light and shadow, along with the tactile experience of these materials, will contribute to an immersive and visually engaging environment that invites visitors to appreciate the beauty and interconnectedness of nature through the lens of fragmented biomorphic forms.

CONCEPT

THE BRIEF

RESEARCH

EXPLORATION

DIRECTION

DEVELOPMENT

APPLICATION

developing SCALE + FORMS

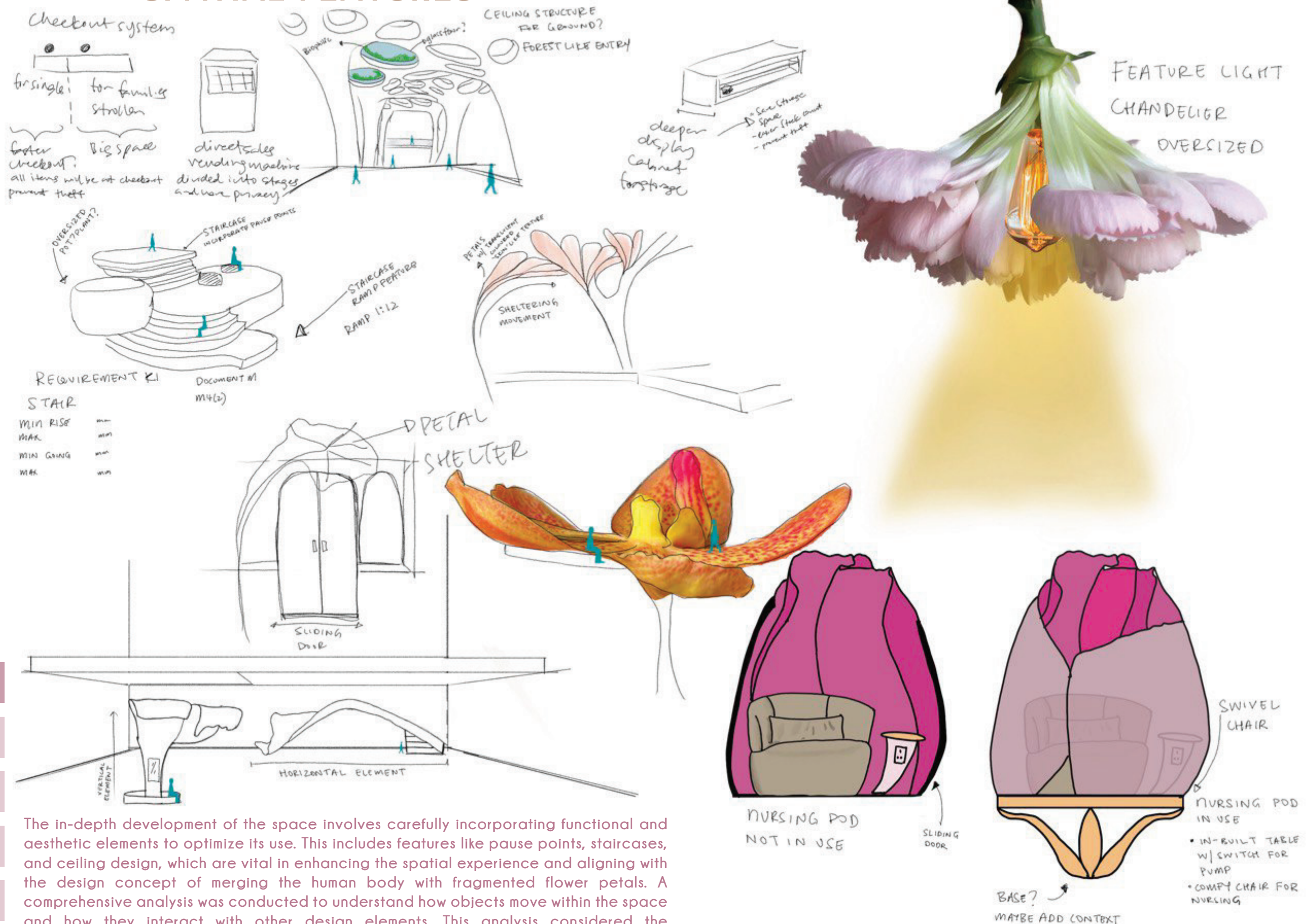
The integration of larger petals presented challenges due to their inherent rigidity and natural curvature, which contrasted with the flexibility observed in smaller petals that effortlessly conform to the contours of the human body. However, this contrast between rigidity and flexibility provided an opportunity to explore biomorphism, drawing design inspiration from the organic forms and interconnectedness found in nature, as demonstrated by the biomimicry and biomorphosis architectural designs of Pablo Luna.



FIG. 91

developing

SPATIAL FEATURES



CONCEPT

THE BRIEF

RESEARCH

EXPLORATION

DIRECTION

DEVELOPMENT

APPLICATION

The in-depth development of the space involves carefully incorporating functional and aesthetic elements to optimize its use. This includes features like pause points, staircases, and ceiling design, which are vital in enhancing the spatial experience and aligning with the design concept of merging the human body with fragmented flower petals. A comprehensive analysis was conducted to understand how objects move within the space and how they interact with other design elements. This analysis considered the relationships, interactions, and impact on spatial flow, resulting in a well-considered and harmonious design concept that balances functionality, aesthetics, and user experience. The strategic integration of these key elements enhances the visual and experiential quality of the space while ensuring it meets all functional requirements.

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FIG. 95
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FIG. 96
SHETH, S. AND LIYANAGE, T. (2022). ORCHID-SHAPED VILLA IS RARE BEAUTIFUL COMBINATION OF NATURE-INSPIRED ARCHITECTURE AND LUXURIOUS LIVING. [ONLINE IMAGE] YANKO DESIGN. AVAILABLE AT: <https://www.yankodesign.com/2022/12/09/orchid-shaped-villa-is-rare-beautiful-combination-of-nature-inspired-architecture-and-luxurious-living/> [ACCESSED 11 JUN. 2023].

FIG. 97
ATELIER LUMA (N.D.). USING LOCAL RESOURCES TO DEVELOP HIGH-PERFORMANCE BIOPLASTICS THAT ARE INTRINSICALLY TIED TO THE BIOREGION. [ONLINE IMAGE] ATELIER LUMA. AVAILABLE AT: <https://www.atelier-luma.org/en/projects/local-bioplastics> [ACCESSED 28 JUN. 2023].

FIG. 98
SQUARE ROOMS (2023). ARATAMETE SHARES: HOW TO APPLY LIMEWASH PAINT FOR TEXTURED, ORGANIC FEATURE WALLS. [ONLINE IMAGE] SQUARE ROOMS. AVAILABLE AT: <https://squarerooms.com.sg/solutions/aratamete-how-to-apply-lime-wash-paint-textured-organic-feature-walls/> [ACCESSED 28 JUN. 2023].

FIG. 99
FREEPIK (N.D.). BRASS TEXTURE. [ONLINE IMAGE] FREEPIK. AVAILABLE AT: <https://www.freepik.com/free-photos-vectors/brass-texture-seamless> [ACCESSED 28 JUN. 2023].

CONCEPT

THE BRIEF

RESEARCH

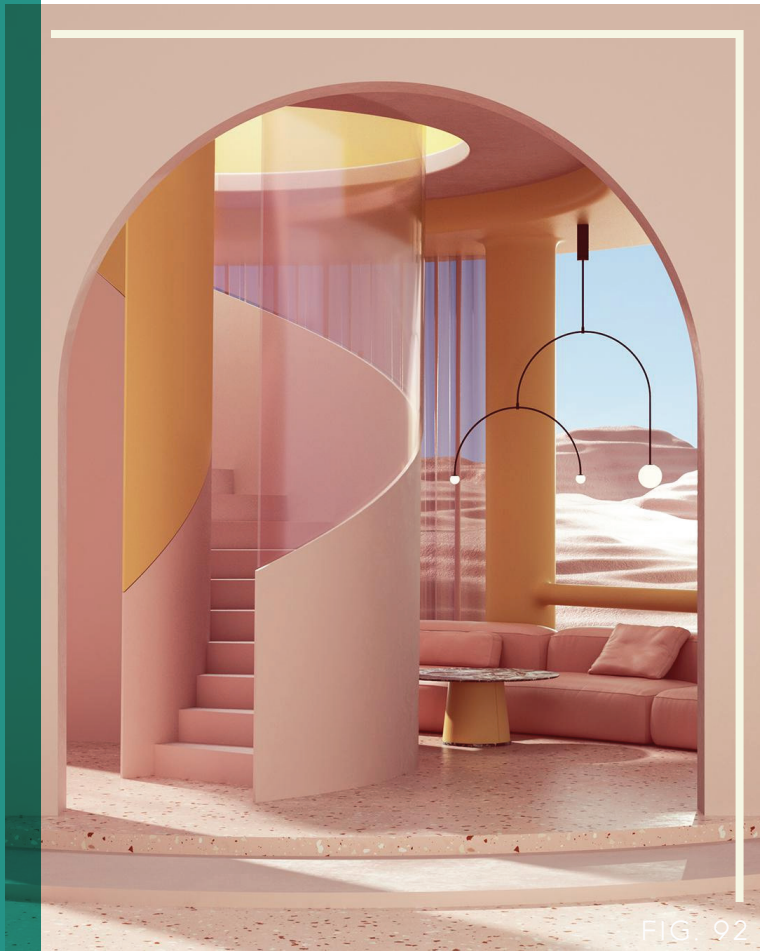
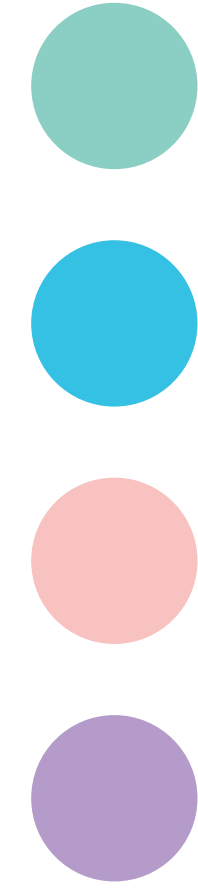
EXPLORATION

DIRECTION

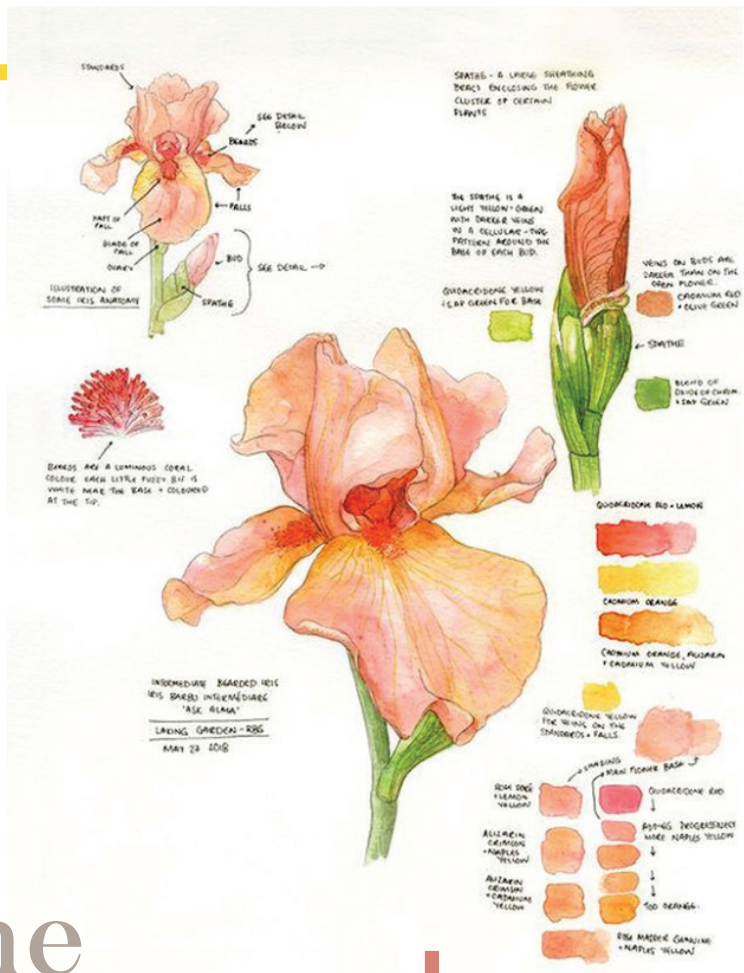
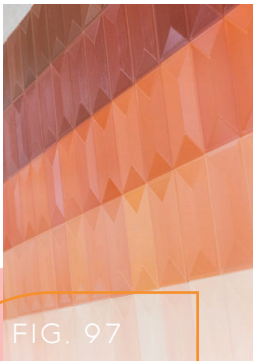
DEVELOPMENT

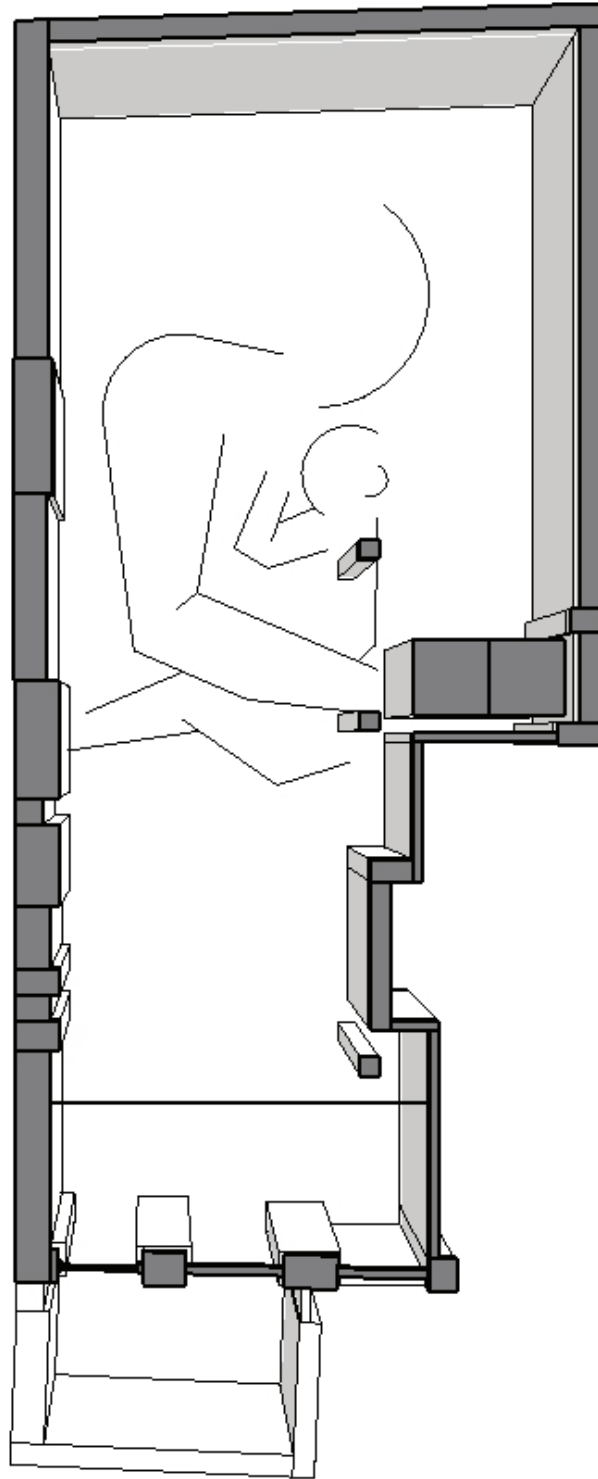
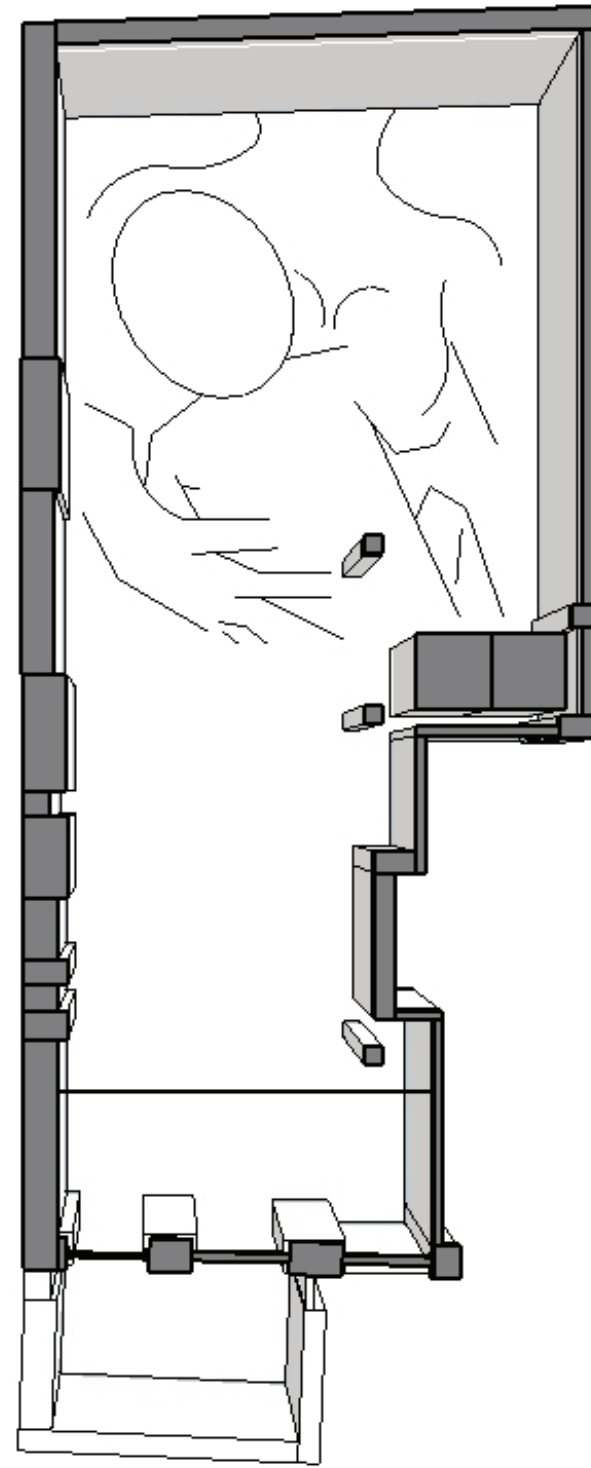
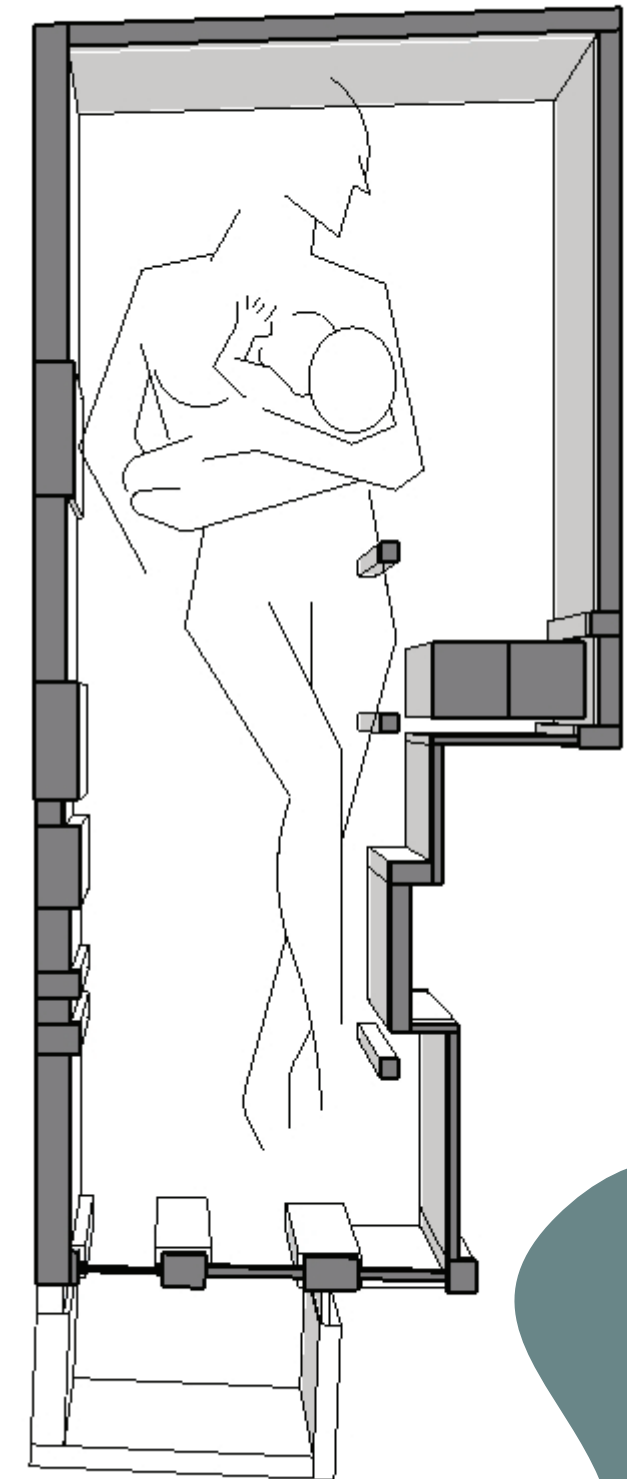
APPLICATION

developing
CONCEPT BOARD



the
sacred
garden





CONCEPT

THE BRIEF

RESEARCH

EXPLORATION

DIRECTION

DEVELOPMENT

APPLICATION

CONCEPT application

The contour of the body form will be outlined by the graceful curvatures reminiscent of lily petals. To maintain a minimalist and visually captivating experience, the structures will be kept as sleek and streamlined as possible. Vertical and horizontal elements will be incorporated throughout the building to create depth and visual interest.

Among the options, Option C stands out as the ideal choice. It fills the building evenly, emanating an aura of elegance and empowerment through the sophisticated movement of a standing woman breastfeeding. The contours of the forms will be carefully aligned with materials that embody rigidity, symbolizing strength and empowerment. Textures will be thoughtfully integrated to evoke a sense of softness, establishing a harmonious balance.

The concept aims to capture the essence of both strength and grace.

FIG. 100
OXANA, A. (2021). PREGNANT HEIDI MONTAG GLOWS
IN NUDE MATERNITY PHOTO SHOOT. [ONLINE IMAGE]
PAGESIX.COM. AVAILABLE AT:
[HTTPS://PAGESIX.COM/2022/08/21/PREGNANT-HEIDI-MONTAG-POSES-NUDE-FOR-MATERNITY-PHOTO-SH
OOT/](https://pagesix.com/2022/08/21/pregnant-heidi-montag-poses-nude-for-maternity-photo-shoot/) [ACCESSED 12 JUN. 2023].

the
Sacred
garden

DESIGN DEVELOPMENT



FIG. 100

spatial requirements

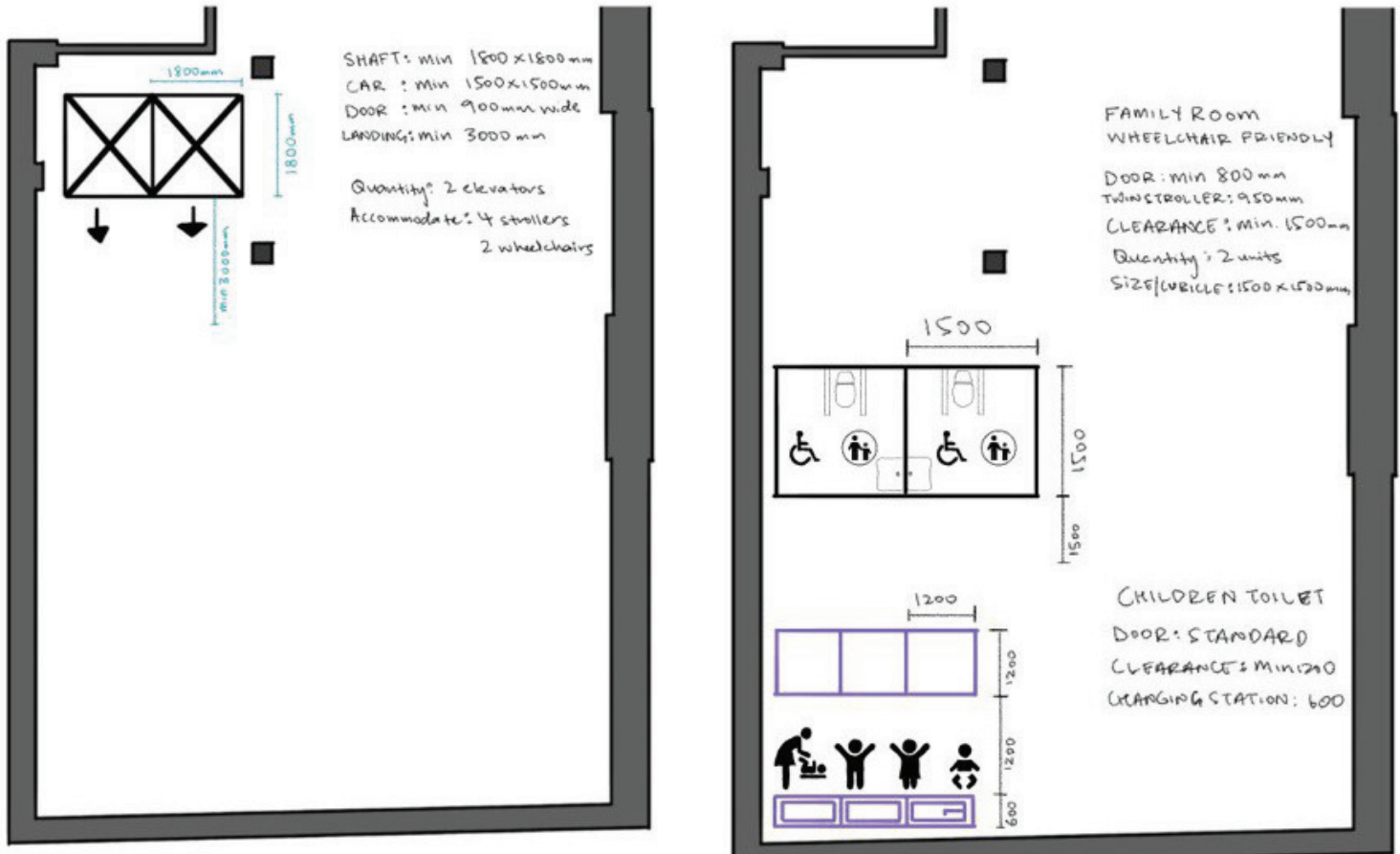
Within the design developmental phase, spatial considerations were aligned with relevant building regulations, including Doc K, Doc M, Doc B, and DDA. By adhering to these regulations, the space ensures dedicated areas for customers with unique needs, promoting inclusivity and accessibility. This commitment extends to store's staff, reflecting Frida's ethos of diversity and inclusiveness. This approach creates a sustainable space that can accommodate users both now and in the future.

WALKWAYS

Width: minimum width 1200mm

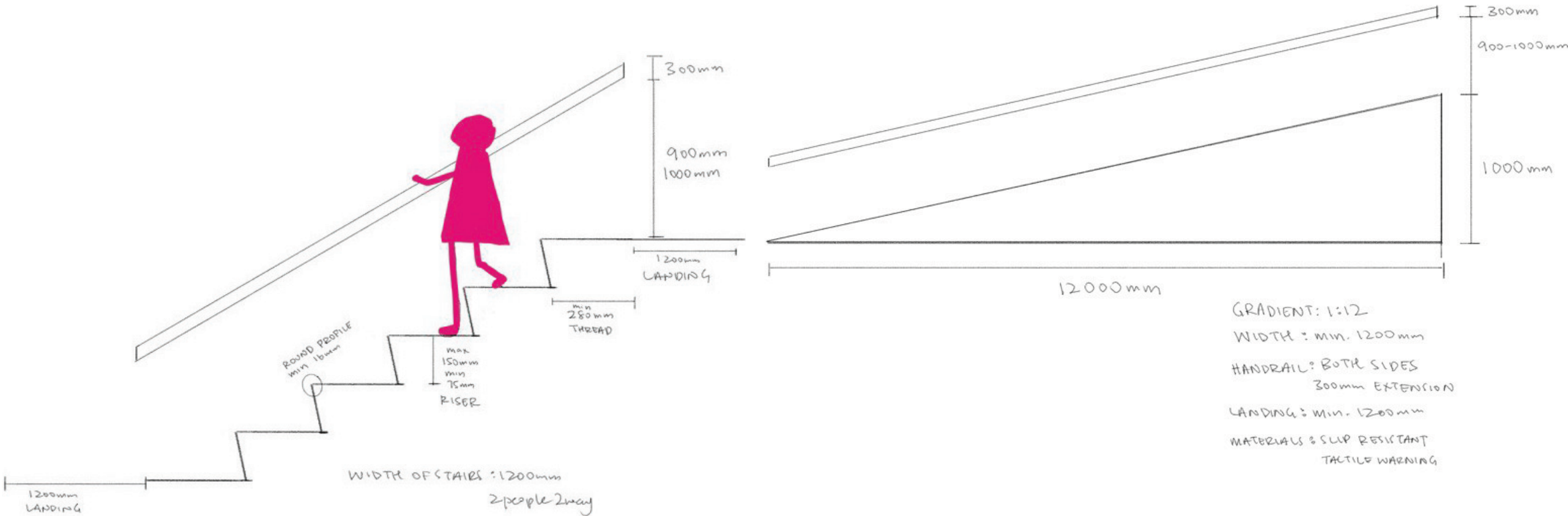
Surface: level, firm, slip-resistant, and free of obstacles or tripping hazards.

Handrails: 900mm and 1000mm from floor to top



ELEVATORS

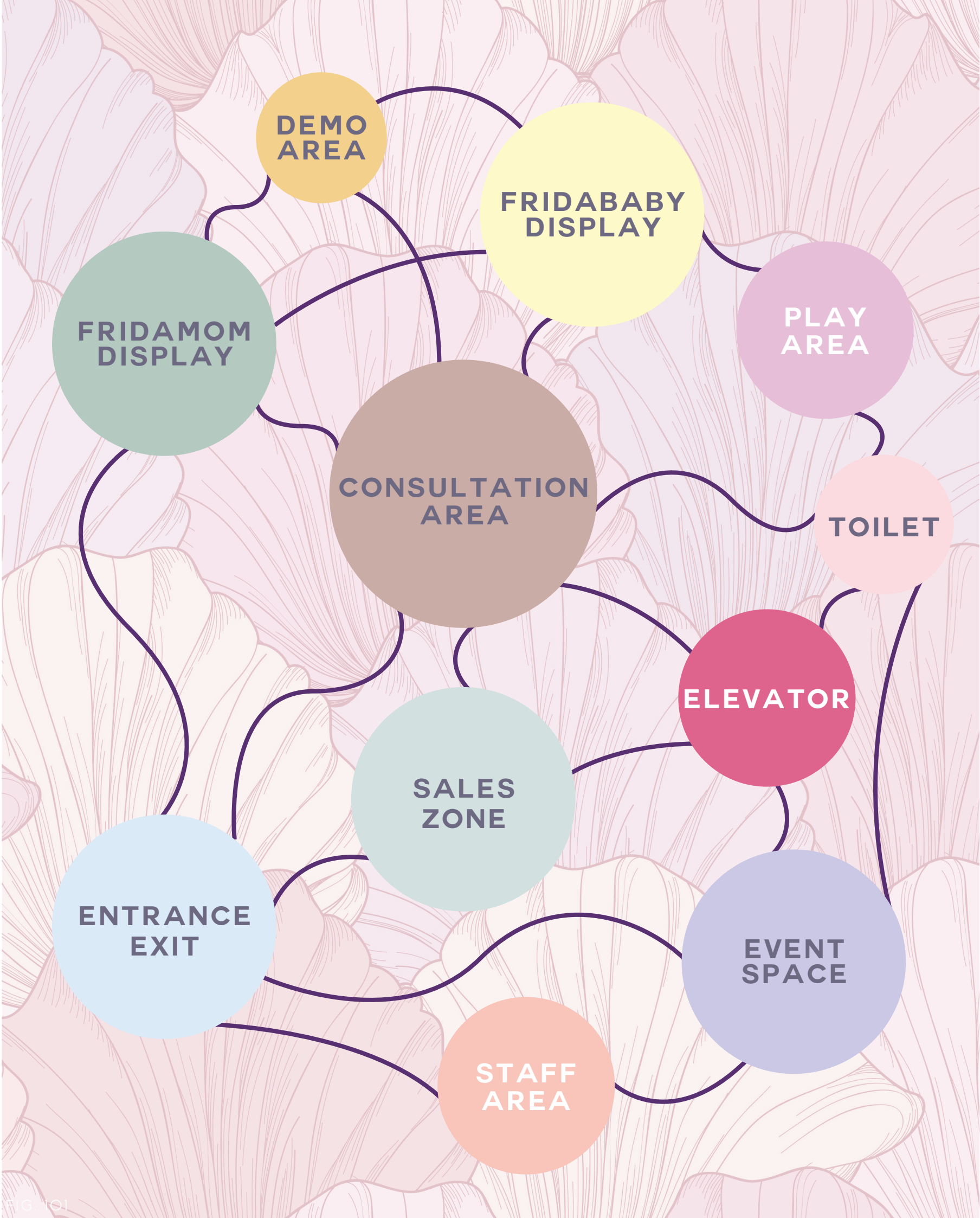
TOILETS



STAIRS

RAMP

FIG. 101
PROKOPOVICH, A. (N.D.). FLORAL PATTERN SEAMLESS
PETAL. [ONLINE IMAGE] VECTEEZY. AVAILABLE AT:
HTTPS://WWW.VECTEEZY.COM/VEC-
TOR-ART/524367-FLORAL-SEAM-
LESS-PATTERN-ENGRAVED-FLOWER-PETALS-FLOURIS
H-TEXTURE [ACCESSED 12 JUN. 2023].



spatial zoning

BUBBLE DIAGRAM

A bubble diagram was used to analyze the relationships between each zone and the flow of customer traffic in the store layout. As an experiential-led store, the product displays follow a narrative style while also catering to the convenience of customers who prefer grab-and-go purchases. Safety and security considerations led to placing the sales zone closer to the entrance and exit, enabling better surveillance against theft. Additionally, anti-theft devices will be installed near the entrance as a deterrent.

To provide a comfortable working environment for the staff, the staff area will be isolated from customer view, allowing them to have well-deserved breaks and ensuring a positive work experience. Given the store's focus on offering experiences for parents, the consultation and demo area hold significant importance as they educate customers about using FridaMom or FridaBaby products. By providing an educational zone, customers can make informed decisions, reducing impulse purchases and promoting sustainable shopping practices to minimize waste.

For the convenience of both children and parents, locating the play area near the elevator ensures easy access and serves as an instant source of entertainment within the store.

To accommodate privacy requirements during workshops and events, a tucked-away event space will be provided. This space is designed to be flexible, allowing for the option of closing or opening it using flexible partitions as needed.

D E S I G N

S P A C E

I N T E R I O R

L I G H T I N G

F U R N I T U R E

M A T E R I A L S

S U S T A I N A B I L I T Y

ENTRANCE

FRIDAMOM

DEMO

FRIDABABY

CONSULTATION

SALES

STAFF AREA

EVENT SPACE

ELEVATOR

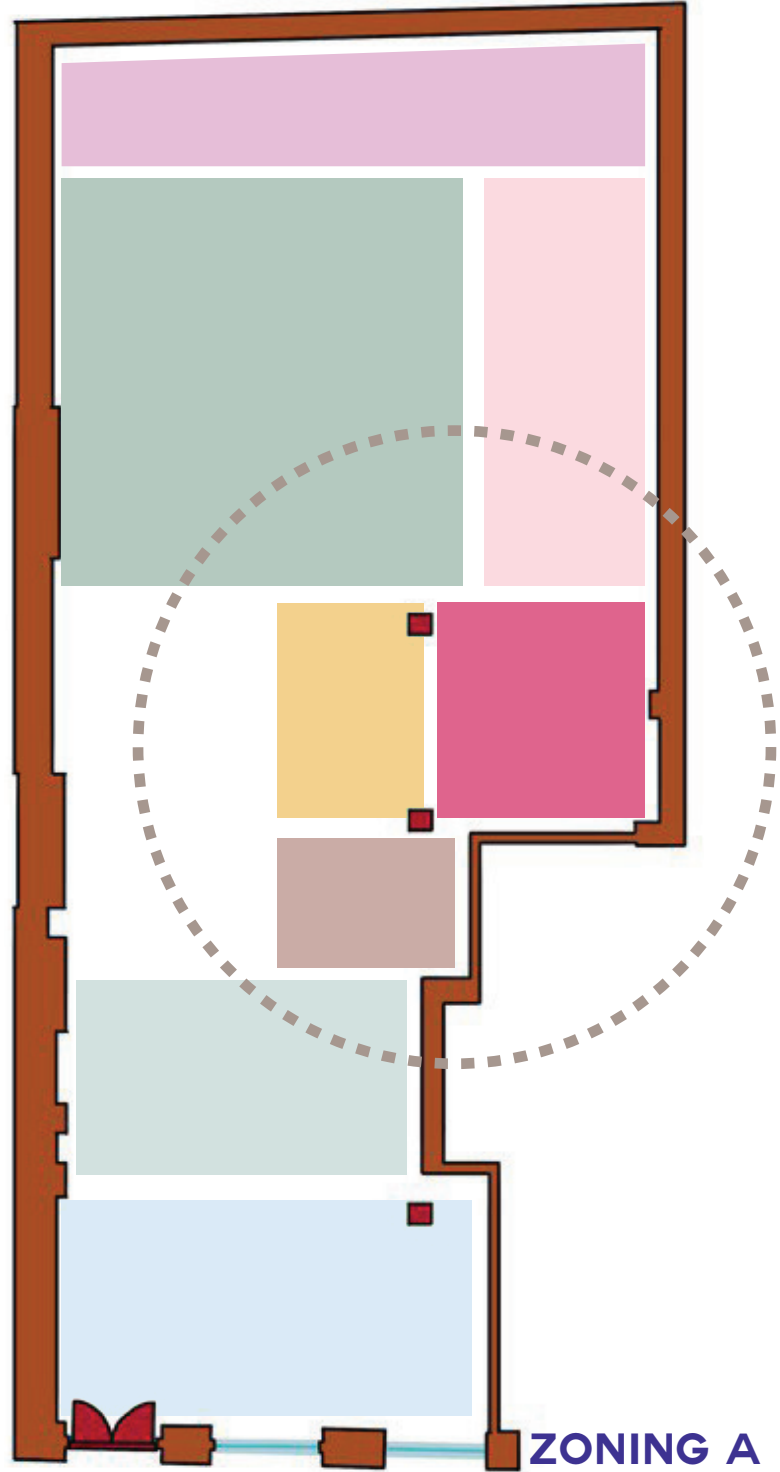
TOILET

PLAY AREA

spatial zoning

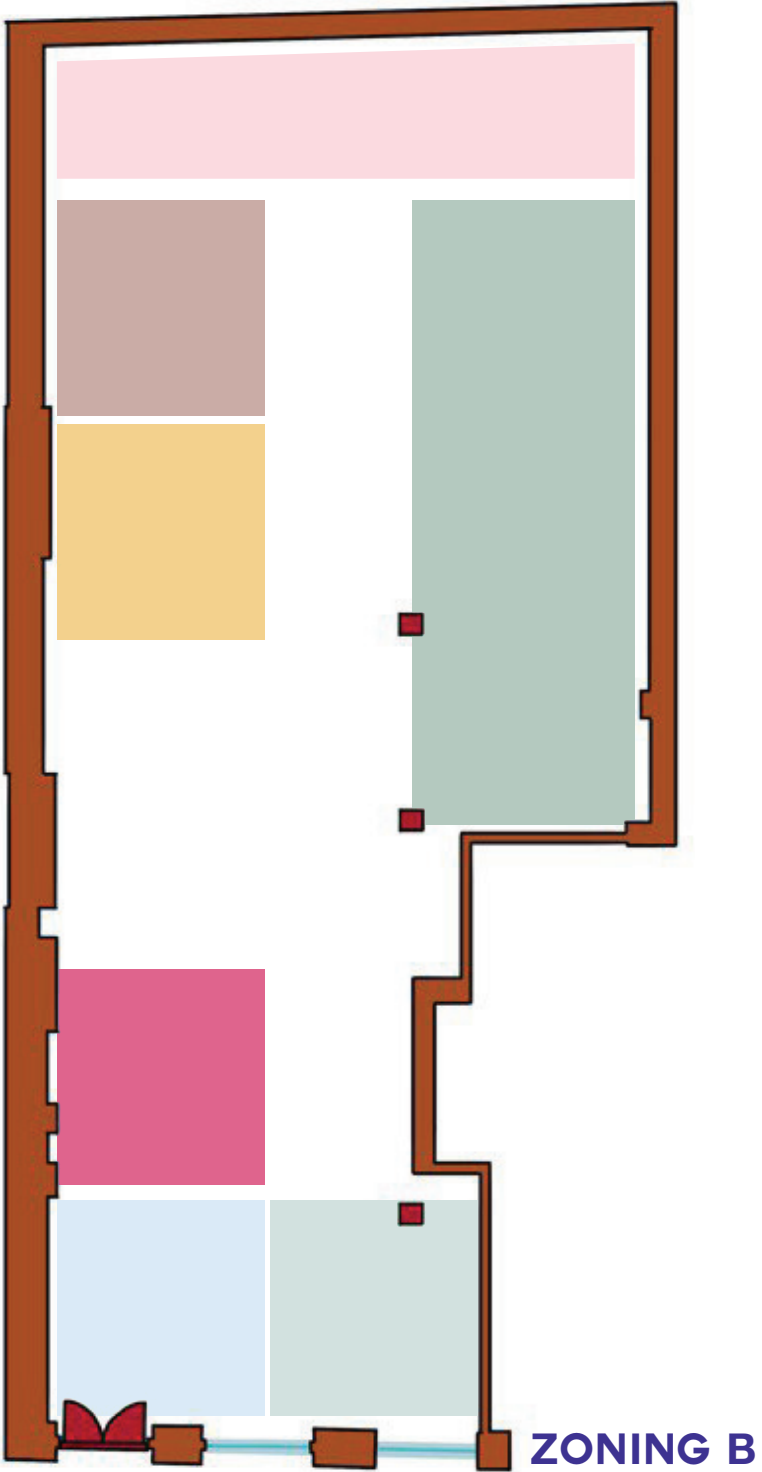
GROUND FLOOR

NOTE: ELEVATOR AND TOILETS MUST MAINTAIN AT THE SAME LOCATION THROUGHOUT THE FLOORS



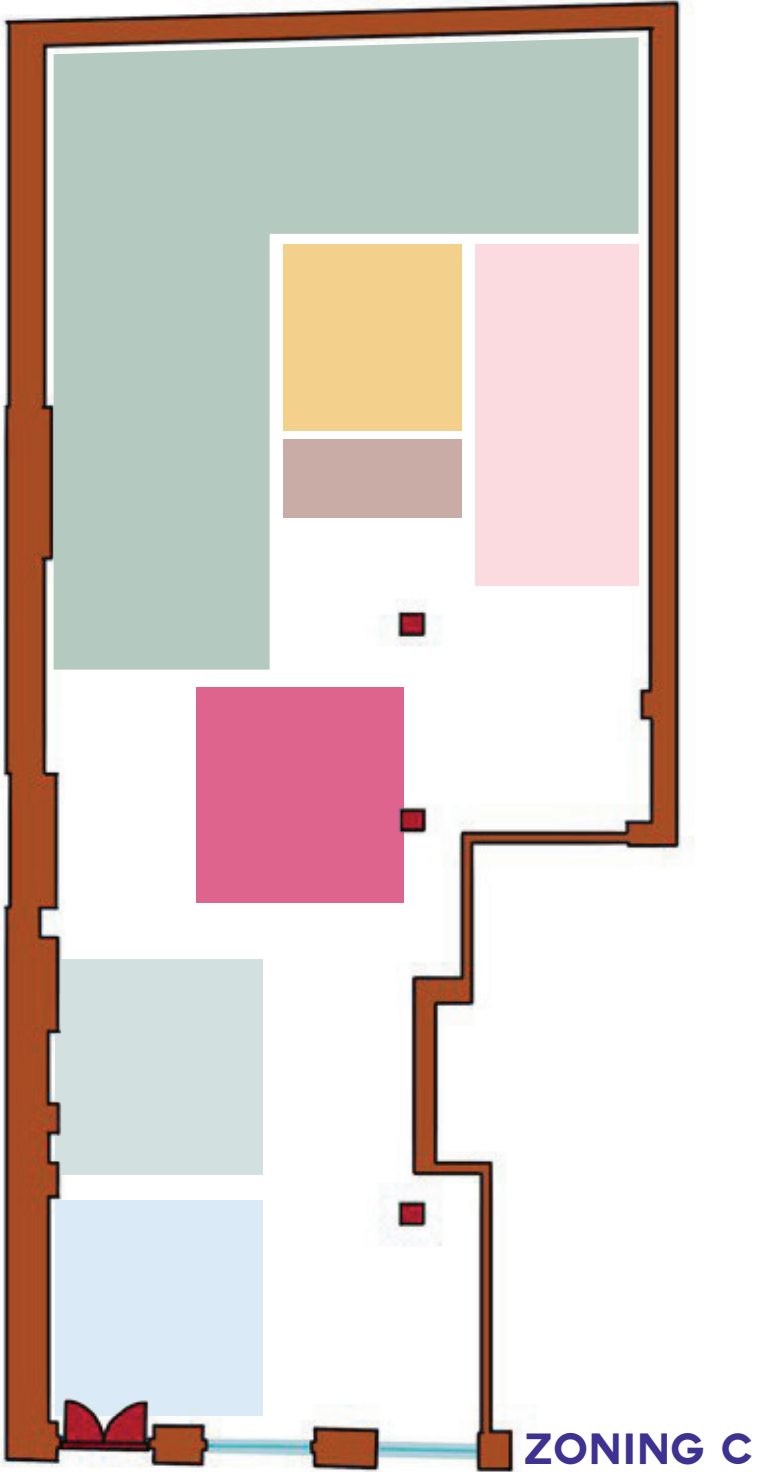
Cons: highlighted area seems cramped. Elevator will be used by parents with strollers + people with disability, requires some space to manoeuvre. Low visibility of play area, elevator, toilet from entrance. May give a negative start from entrance for families shopping with children.

Pros: Sales + entrance maintains relationship. Consultation, demo and FridaMom product are connected. Play area at the back will be good for acoustic.



Cons: Does not seem like the space is being utilize eventhough zones maintains relationships. Toilet at the back seems excessive to be given wall to wall. Toilet may be off-putting closer to product display.

Pros: High visibility of elevator which will entice those with strollers or disabilities to shop. Plenty of space for elevator landing for queuing up and does not block main traffic flow.



Cons: Few zones cramped at the back, also seems like elevator may cover toilet's visibility. When busy, the elevator might cause disruption in traffic circulation. best to tuck them out of the way with dedicated clear landing space for queuing.

Pros: Consultation, demo + FridaMOM maintains relationship. Elevator in the middle seems like a good potential circulation traffic. Sales + entrance maintains relationship.

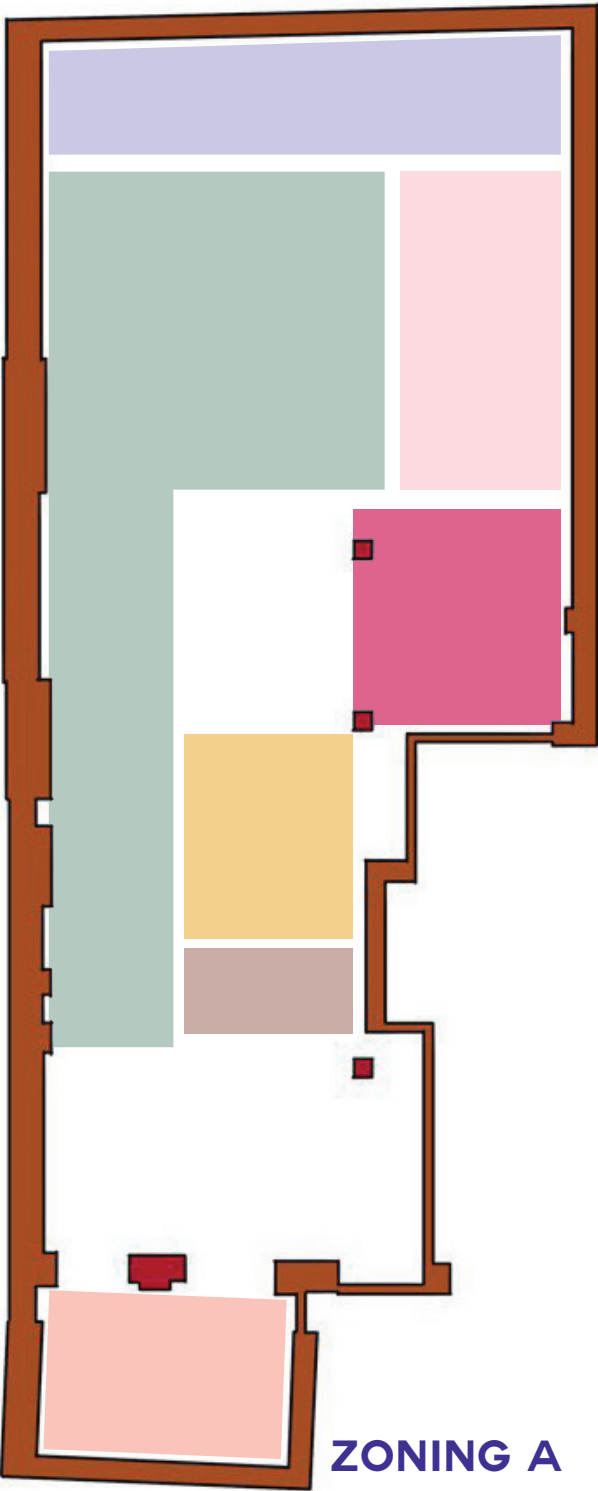
ENTRANCE
FRIDAMOM
DEMO

FRIDABABY
CONSULTATION
SALES

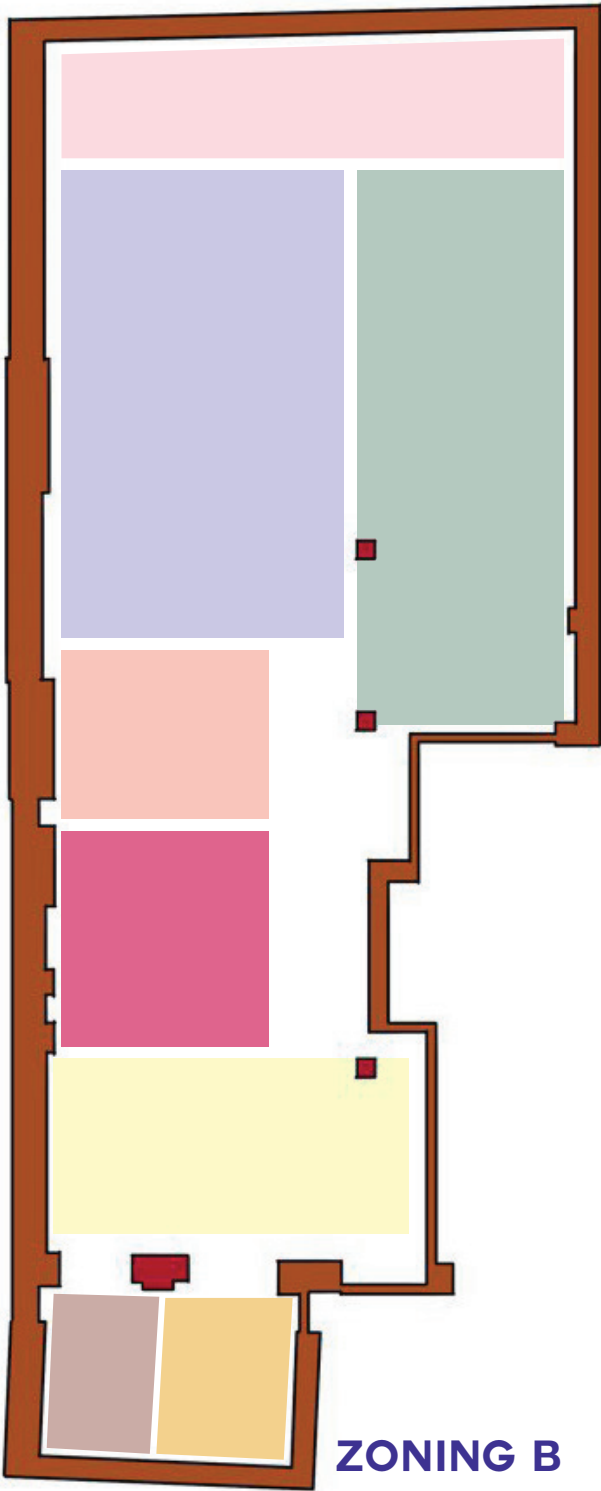
STAFF AREA
EVENT SPACE
ELEVATOR

TOILET
PLAY AREA

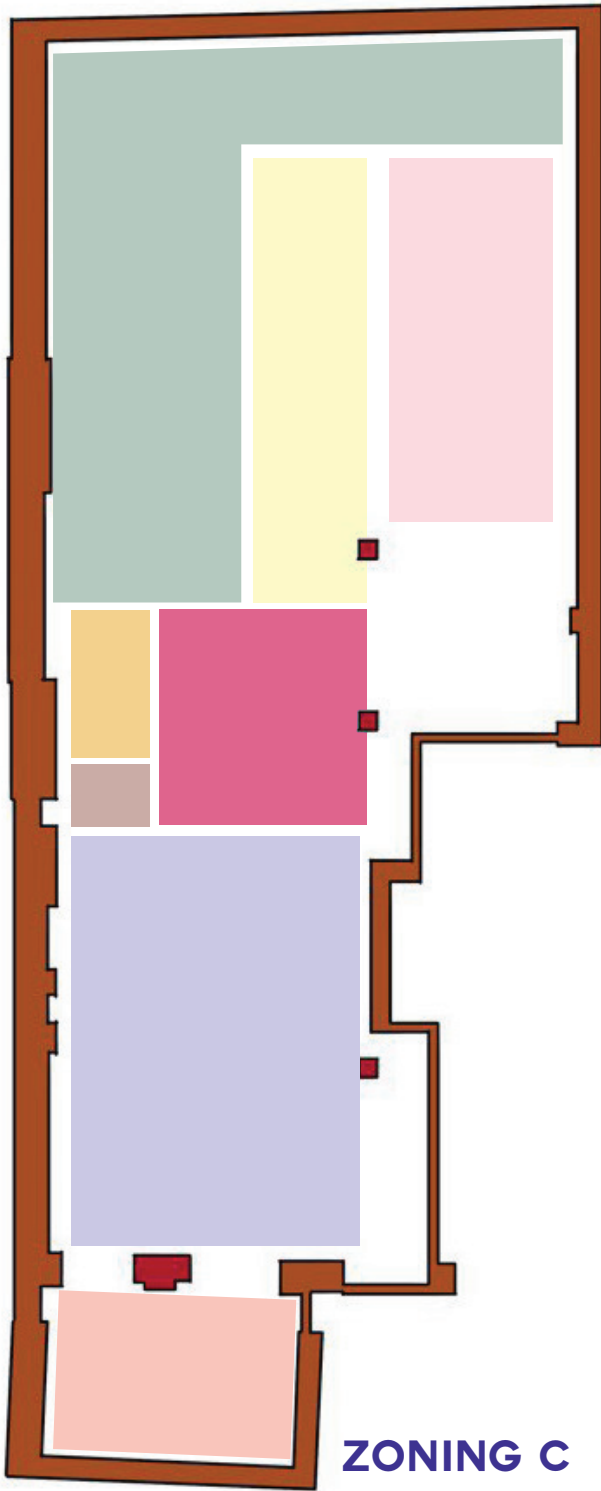
spatial zoning
BASEMENT FLOOR



Cons: FridaMom to FridaBaby lost relationships. Event space may be a little too small. Does not seem like the space is being utilised well.
Pros: Product displays maintains relationship with consultation + demo. Elevator has clear landing for queuing up and would not block traffic when busy. Staff area tucked away, low visibility for customers. Plenty of space for pause points.



Cons: Consultation + demo lost relationships to FridaMom. Staff area has high visibility to customers. Elevator could potentially block traffic when busy. FridaBaby disconnected from narrative of FridaMom.
Pros: Event space is bigger to accommodate open or private events. Event space has high visibility to products, potential customer retainer.



Cons: Event space too close to staff room, may not be fair to staff on break when there are loud events. Demo + consultation area is too small to accommodate the target customers.
Pros: FridaMom to FridaBaby follows narrative from pregnancy to baby. Consultation + demo maintains relationship with product display. Event space accommodates for open and private event.

ENTRANCE

FRIDAMOM

DEMO

FRIDABABY

CONSULTATION

SALES

STAFF AREA

EVENT SPACE

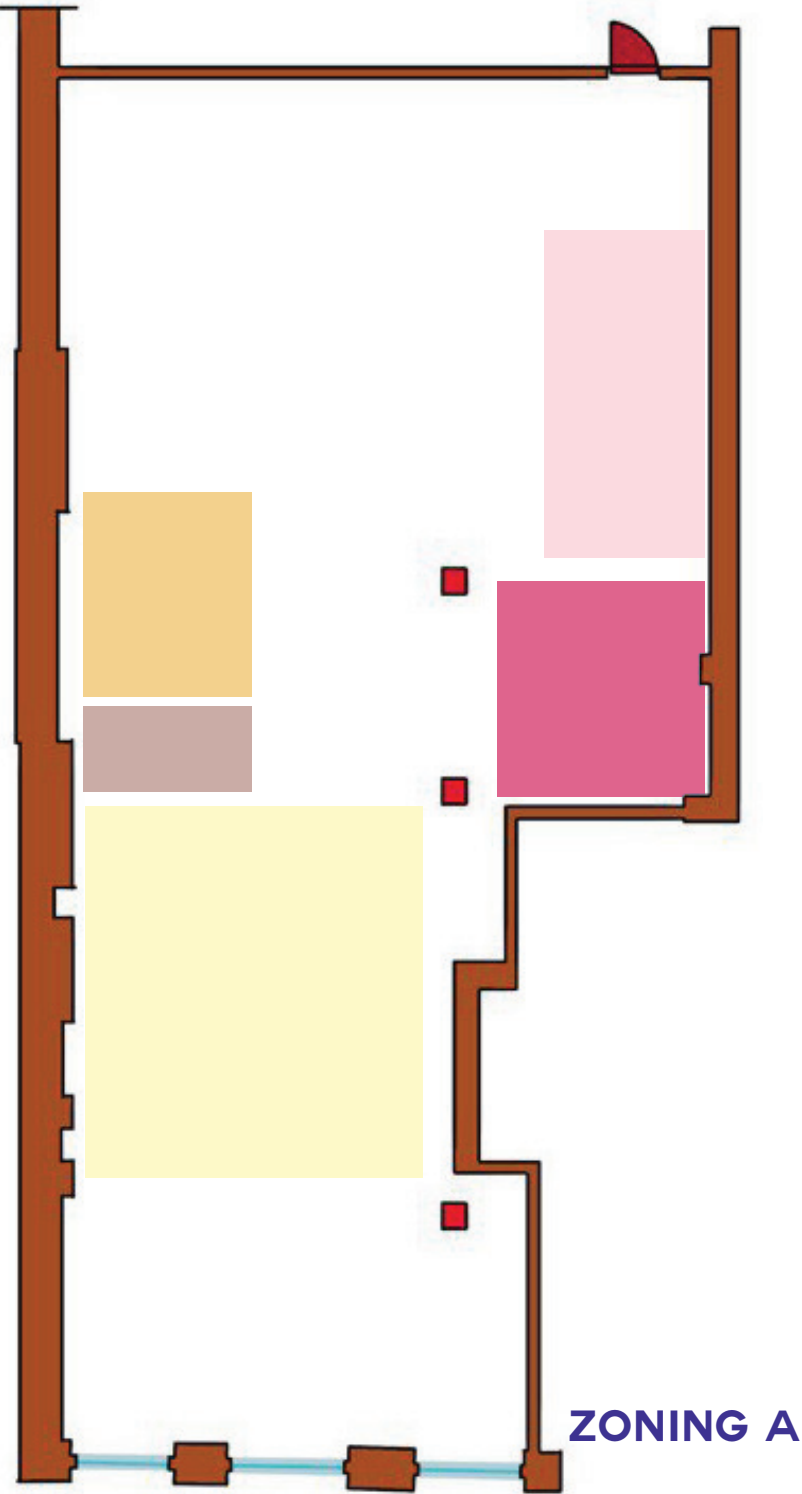
ELEVATOR

TOILET

PLAY AREA

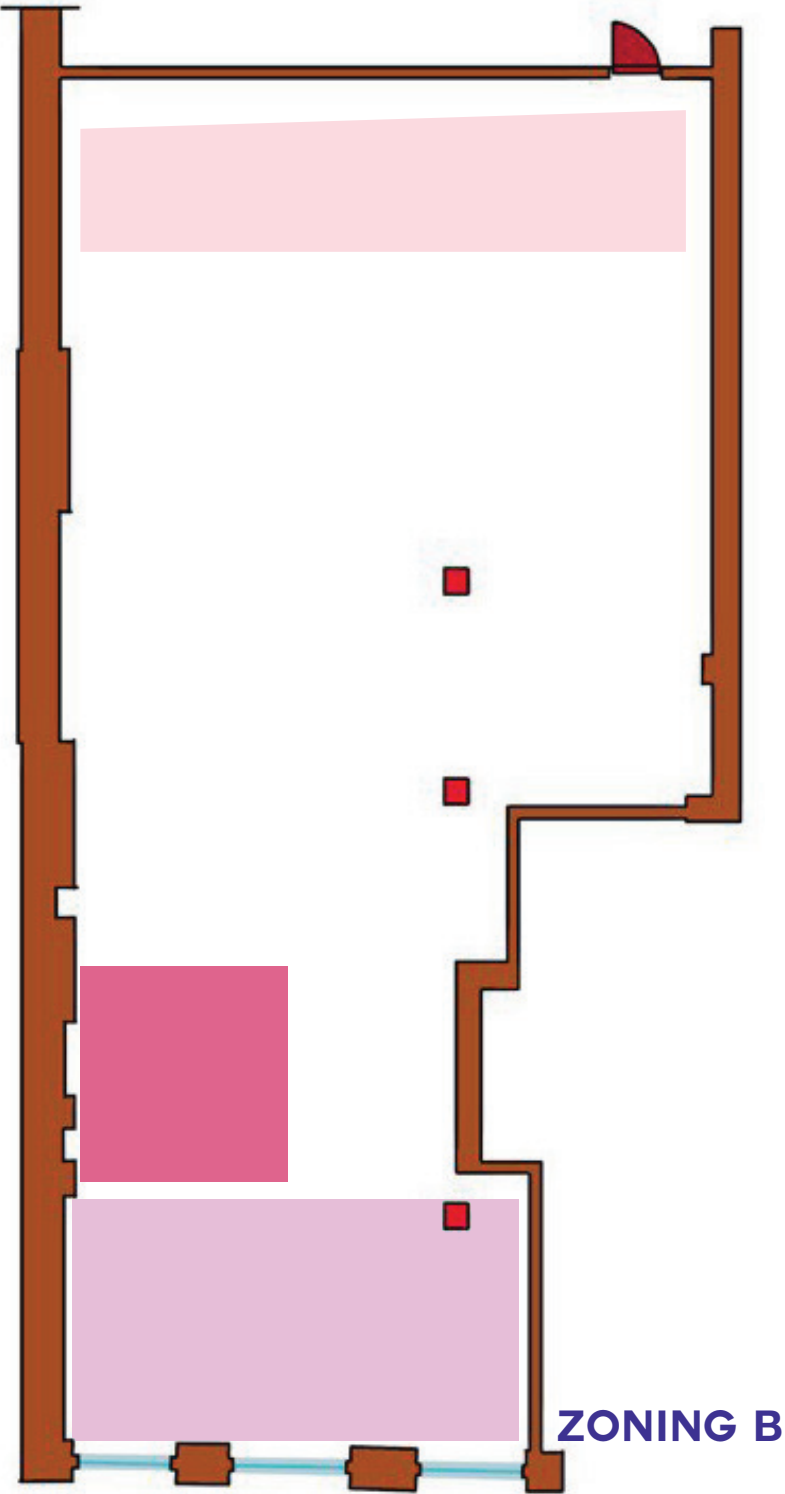
spatial zoning

MEZZANINE FLOOR



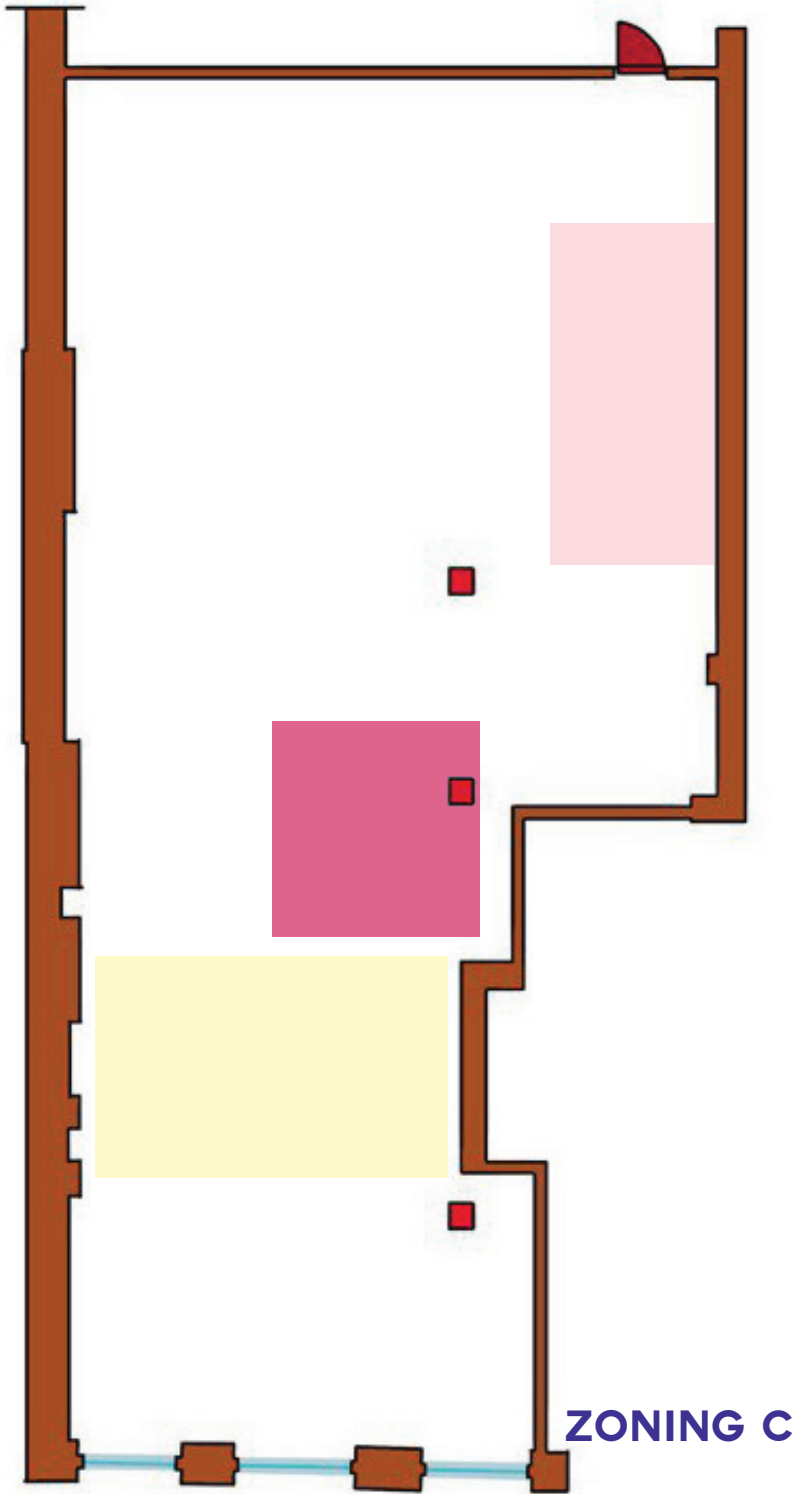
Cons: FridaMom to FridaBaby lost relationships. FridaBaby seems abandoned to a whole new floor. This space is low in visibility from parents.

Pros: Those shopping with children for FridaBaby may have less pressure as this space is dedicated for children.



Cons: Play area above the entrance and close to windows may create the tunnel effect for ground floor. Toilet lost relationship to the rest of the building and also closer to the skylight which will block the sun coming in to fill other parts of the building.

Pros: Play area here will reduce the noise. Plenty of space for children and parents as pause points. Safer self-contained space.



Cons: The elevator block natural flow of traffic, best to tuck away near the toilet.

Pros: Play area maintains visibility to and from other parts of the building. Dedicated space for noise. Elevator has clear landing enough for stroller parking etc etc. Toilets maintains relationship to elevators.

- DESIGN
- SPACE
- INTERIOR
- LIGHTING
- FURNITURE
- MATERIALS
- SUSTAINABILITY

- ENTRANCE

FRIDAMOM

DEMO
- FRIDABABY

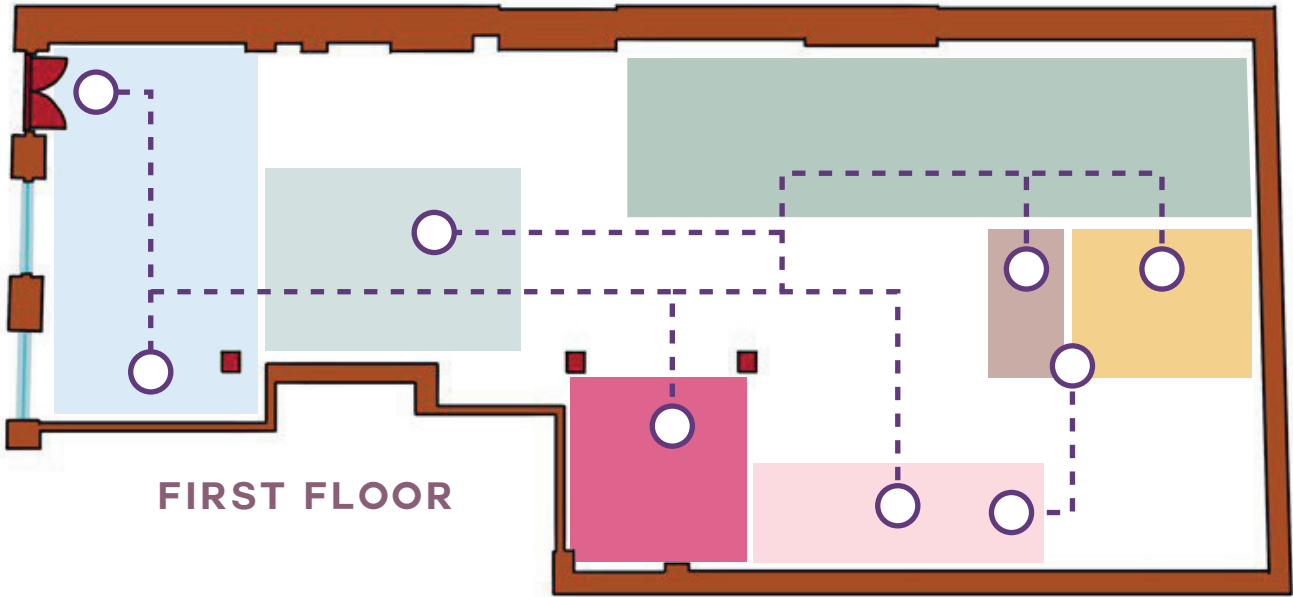
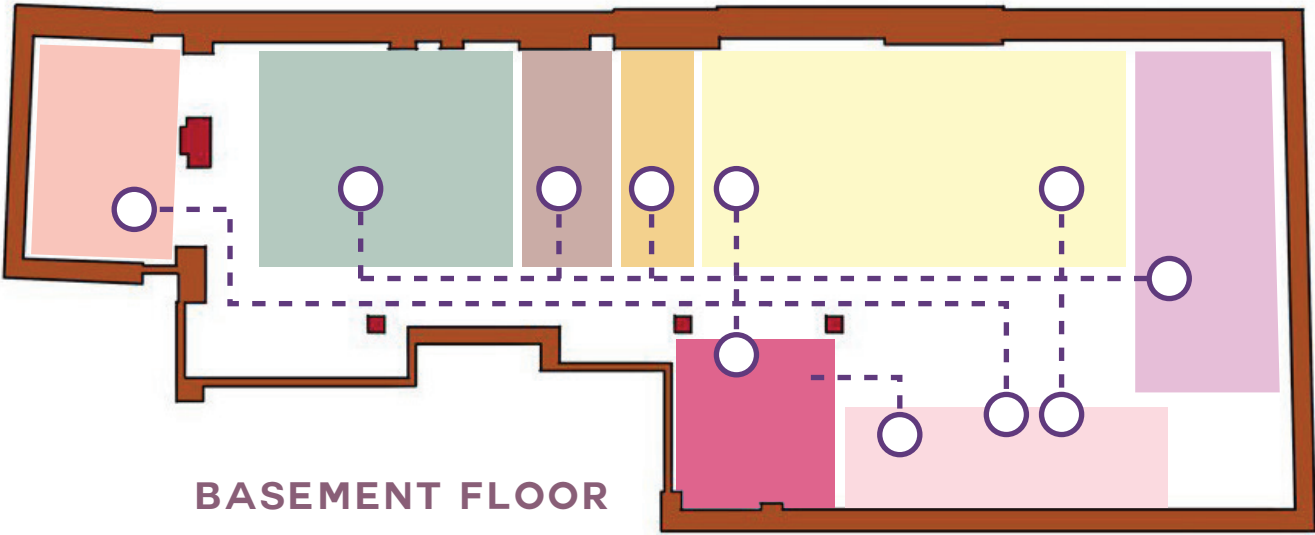
CONSULTATION

SALES
- STAFF AREA

EVENT SPACE

ELEVATOR
- TOILET

PLAY AREA
- FOOT TRAFFIC CIRCULATION

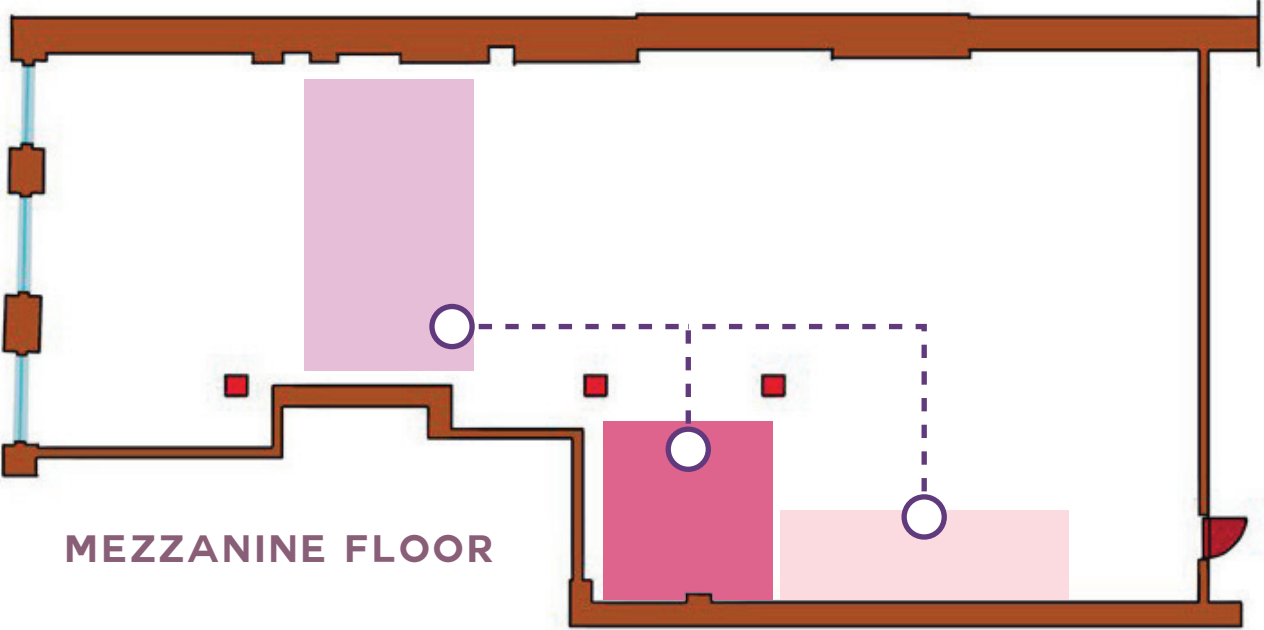


ANALYSIS

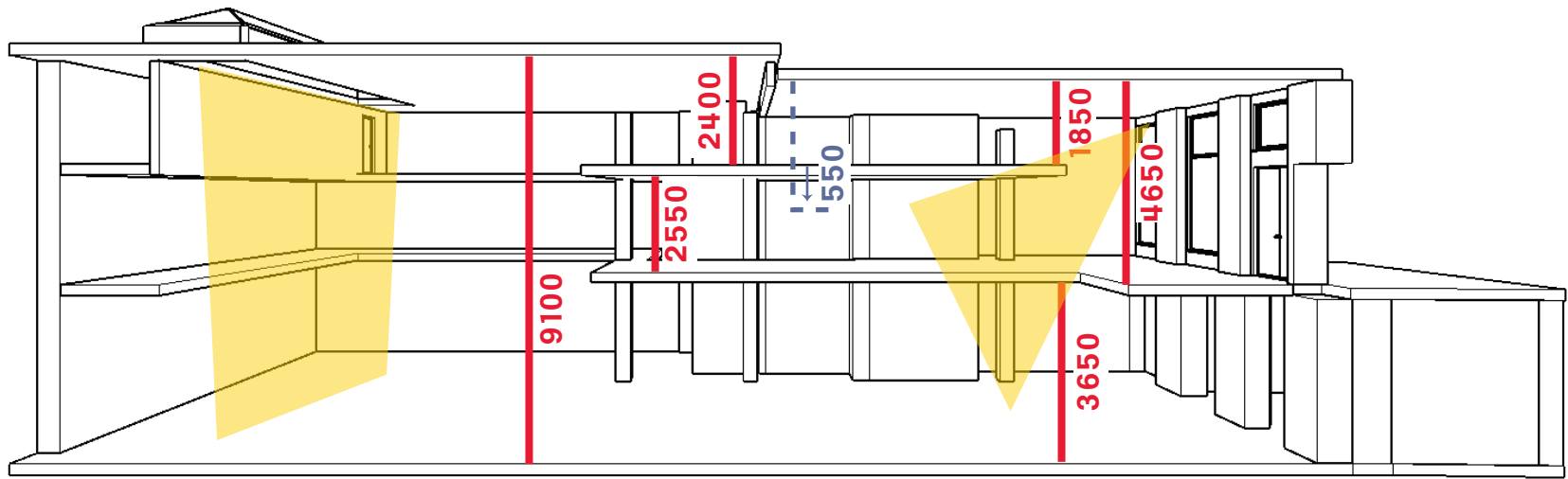
The final layout incorporates various developments made during spatial zoning. Upon entering the store, customers will immediately have visibility of the play area, which will attract children and provide a sense of relief for parents to shop and explore the building. The points of sale are strategically placed near the entrance to prevent theft, and the intuitive layout leads customers to the checkout area closer to the exit.

The FridaMom product displays begin halfway through the building, extending towards the back, while the demo and consultation stations maintain their relationship with the product displays. Moving from the ground floor to the basement, the layout allows customers to follow the narrative from pregnancy to baby products. Additionally, an event space is located relatively close to the elevator and toilets. All product display areas have open access to the toilets and elevators to ensure smooth traffic flow.

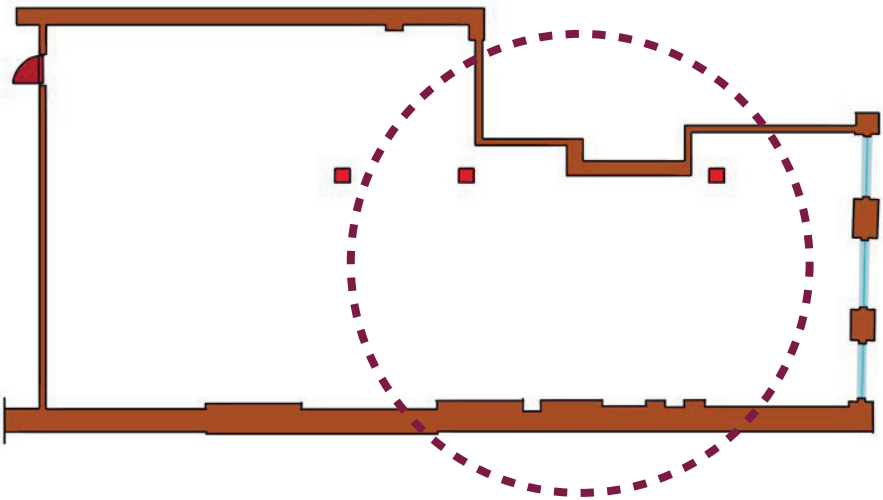
The mezzanine level is dedicated to a children's area, providing a safe and self-contained space with adult staff supervision. This design helps contain noise within a specific section of the building. The layout enhances traffic flow, promotes business productivity, and creates an experiential-led shopping experience that keeps customers engaged and encourages them to continue shopping.



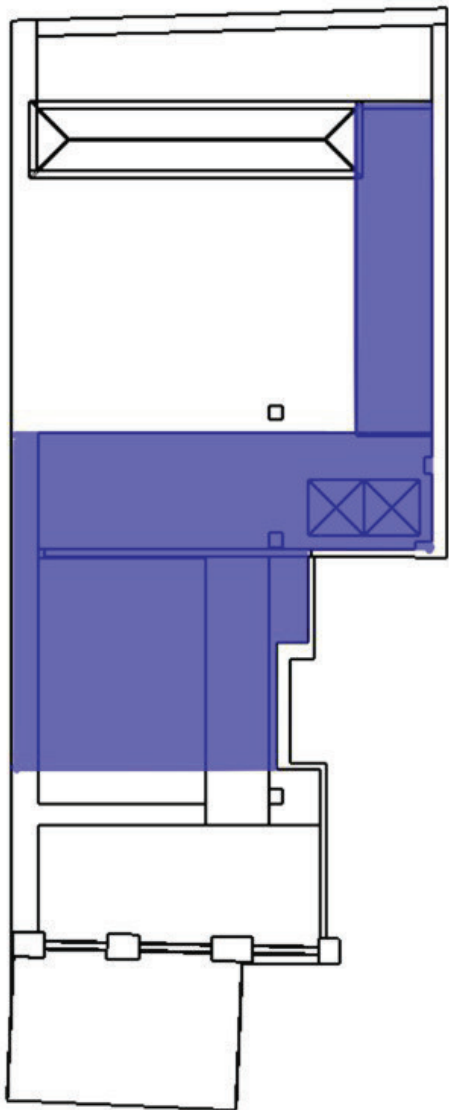
spatial layout
FINAL ZONING



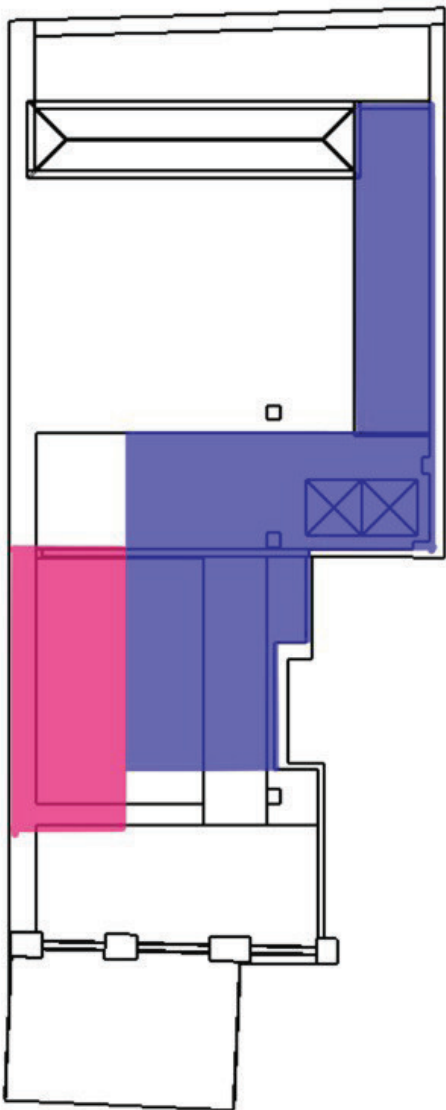
EXISTING CEILING HEIGHTS



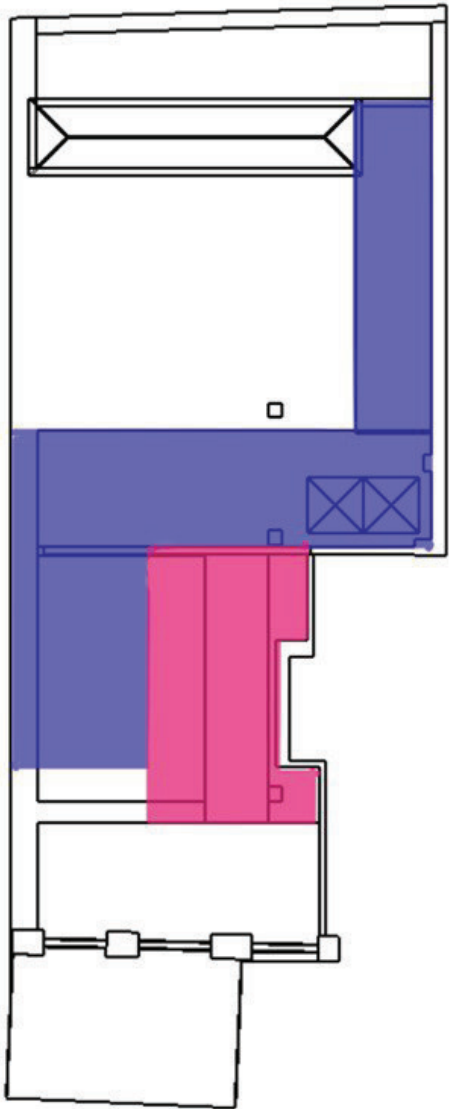
MEZZANINE
PLAY AREA



FIRST
DEVELOPMENT



SECOND
DEVELOPMENT



THIRD
DEVELOPMENT

To comply with building regulations, the ceiling height in the play area, where adult staff supervision is required, must meet a minimum height of 2400mm. This necessitates lowering the floor level by 550mm on the side closest to the entrance. Consequently, adjustments will also be needed on the ground floor beneath the play area to ensure a comfortable ceiling height of 2400mm.

The floorplan development aimed to create an open and spacious environment, utilizing the high ceiling and maximizing natural light. Initially, the play area floor spanned from wall to wall, but this created a tunnel effect on the ground floor. To address this, the floor was halved, creating an open space with views from both the ground floor and basement level, maintaining a connection for children on the mezzanine.

Maintaining the required ceiling height was crucial during the development. Although a ramp was considered, it fell slightly short of meeting regulations. To ensure compliance, the decision was made to halve the ground floor area. This alternative design approach achieves an aesthetically pleasing space while adhering to regulations and design considerations.

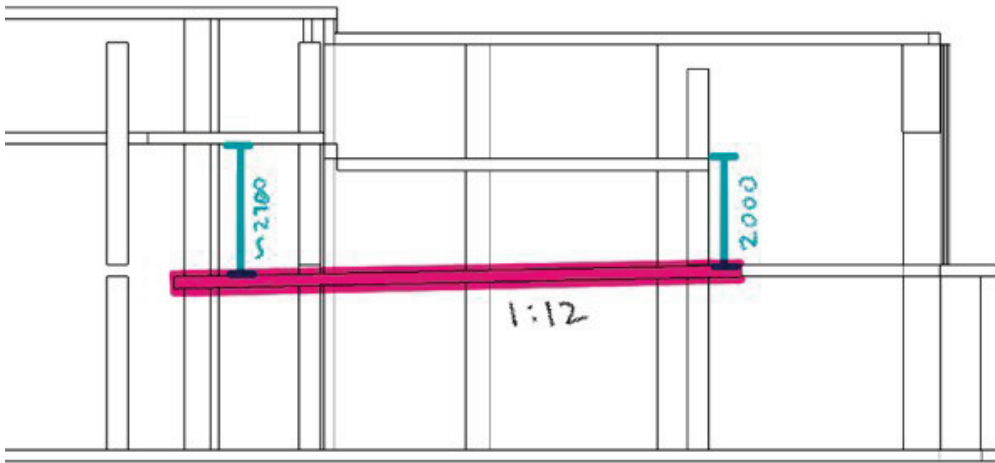
spatial development

spatial development

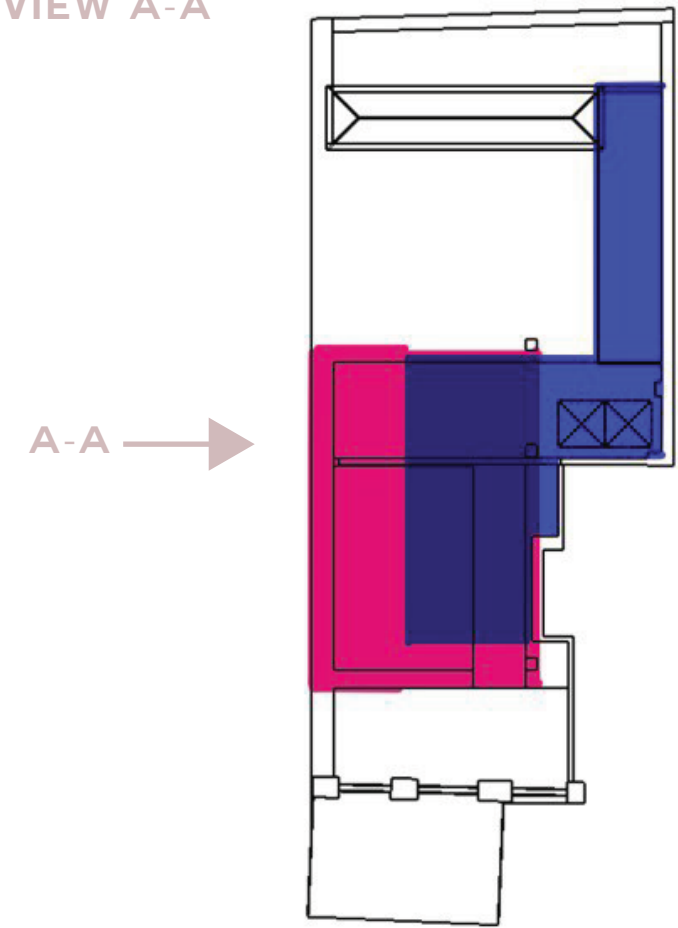
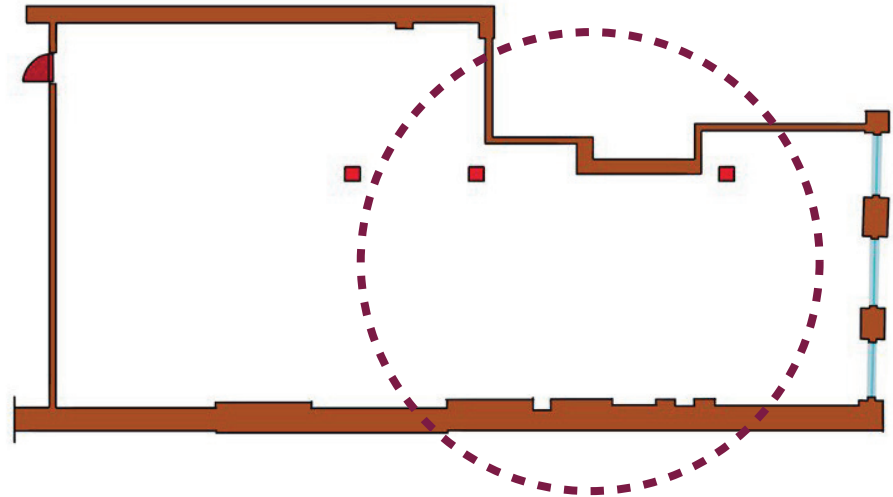
Further development of the floorplan, the focus was on the ground level and mezzanine area. To accommodate a height requirement of 2400mm, the play area had a drop from the existing floorplan. However, it was necessary to incorporate a few steps while still maintaining a headroom space of 2100mm, which adheres to the building regulations.

Initially, a ramp with a 1:12 gradient was positioned beneath the play area floor on the ground level. However, due to the height requirement falling short, a decision was made to relocate the ramp to the wall closest to the shop front. This adjustment eliminated the need for a ramp and resulted in an even floor surface.

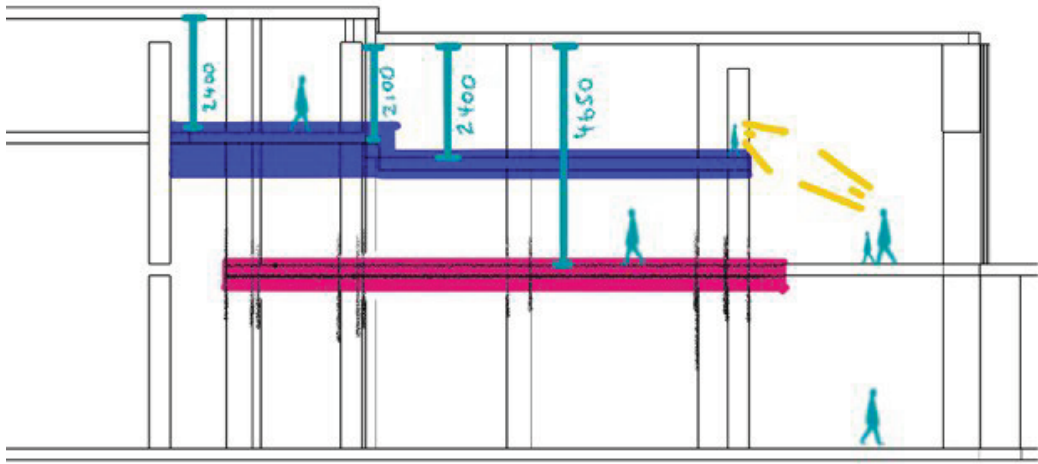
By strategically placing the ground level floor area adjacent to the windows, natural light can now enter the space and distribute throughout the mezzanine level. This placement also allows for a immediate visual connection between the entrance and the Play Area, providing parents with children an immediate sense of ease as they enter Frida Cares. Furthermore, to enhance the presence of natural light, potential development of the Play Area's walls may include the incorporation of curtain walls.



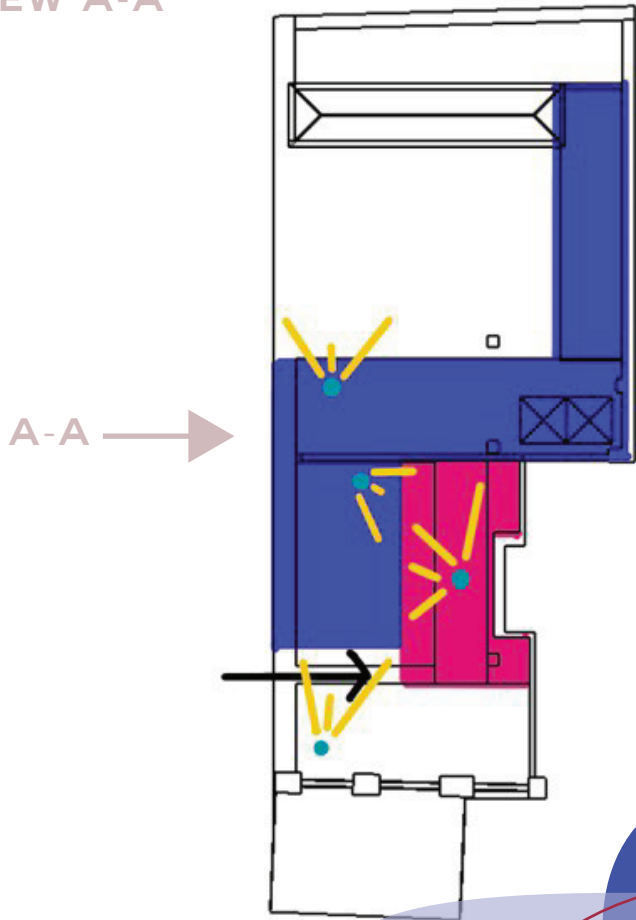
VIEW A-A

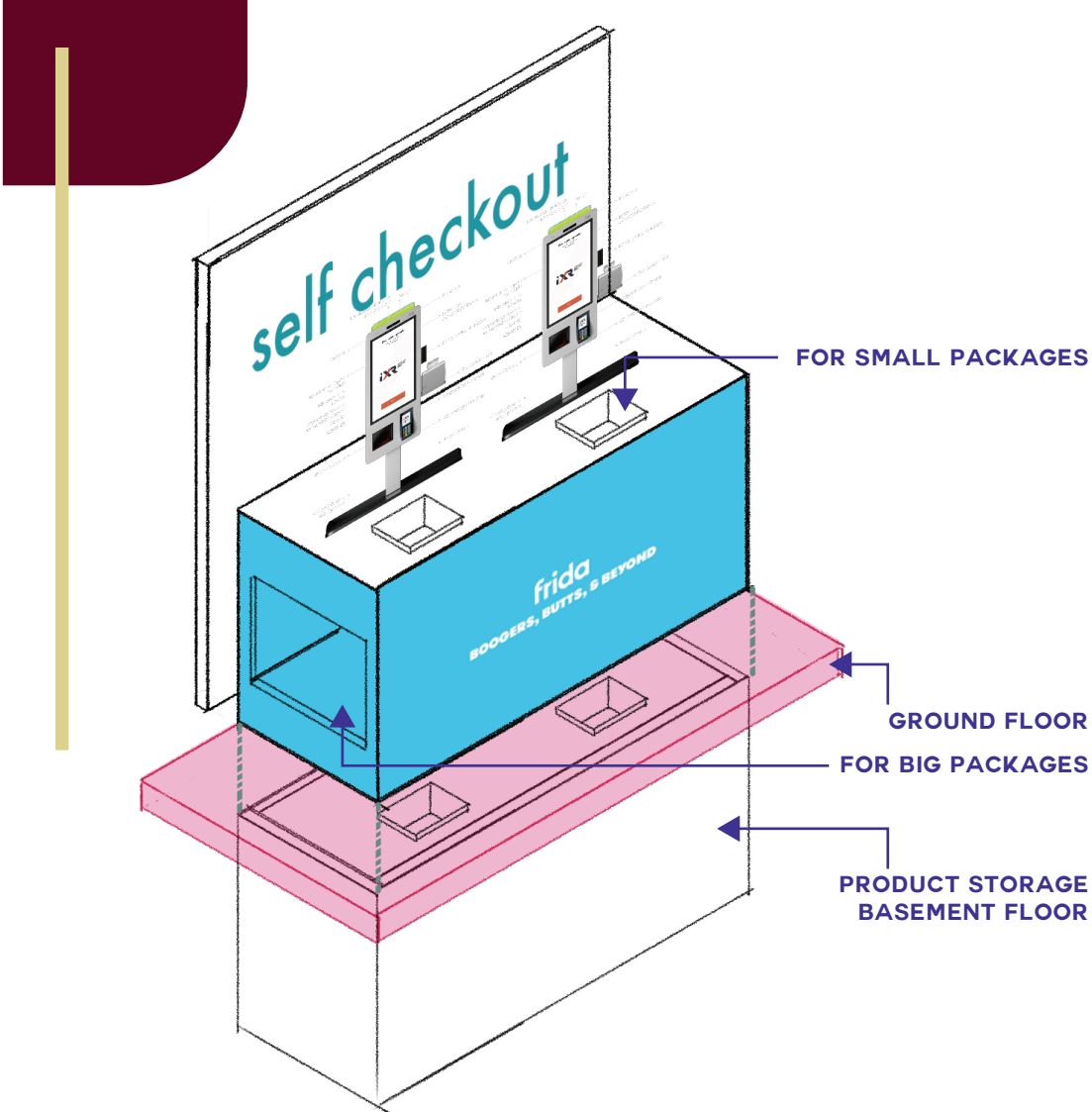


MEZZANINE
PLAY AREA



VIEW A-A





Automated self-checkout is an innovative feature at Frida Cares, designed to enhance the ease of purchase and streamline the checkout process for customers. This technology aligns with Frida's commitment to innovation and customer convenience. The product storage room located in the basement serves a dual purpose by acting as a product delivery system for the checkout stations on the ground floor.

To optimize space and minimize clutter, the store will only display demo products for customers to physically interact with and examine closely. For a more immersive experience or to learn about product usage, customers can visit the consultation or demo stations. Looking ahead to 2043, our target customers are expected to be tech-savvy and digitally literate, making the use of smartphones or the in-house mobile application the primary means of shopping.

Each product will feature a QR code that customers can conveniently scan to add items to their mobile shopping cart. This digitized approach eliminates the need for traditional paper receipts and reduces paper waste. Once customers have completed their shopping, they can proceed to the self-checkout stations. After making a successful payment, the items will be prepared for collection.

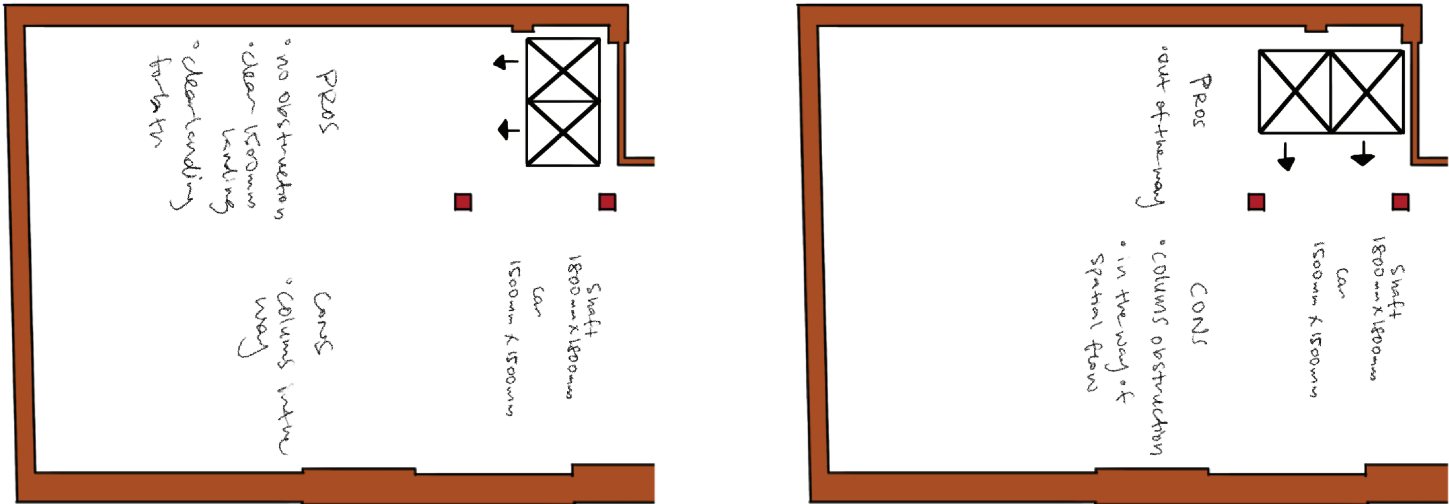
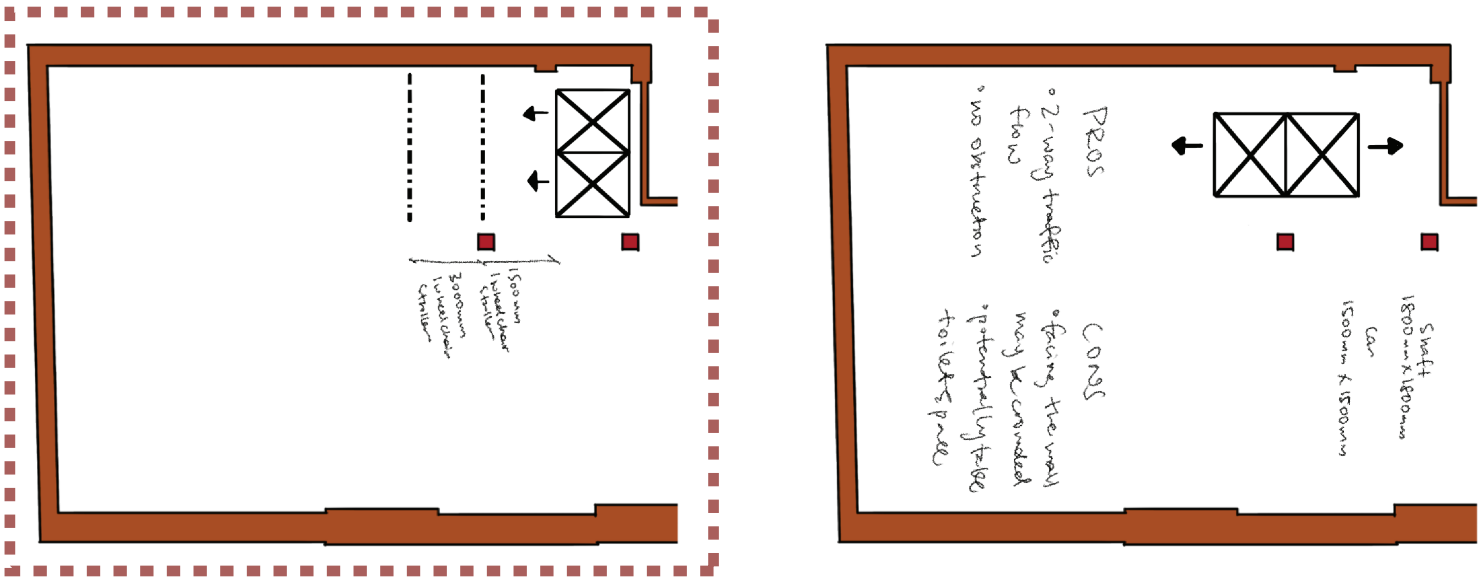
By implementing this system, Frida Cares significantly reduces the need for staff as cashiers, allowing them to focus on providing personalized customer service and expertise. Moreover, this advanced technology not only promotes sustainability but also ensures the safety and preservation of their products, especially in the presence of young children who may be accompanying the target customers.

interior development

POINT OF SALES & ORIENTATION FOR ELEVATORS

The orientation of the elevators is of utmost importance, particularly considering the target customers and their needs. With two elevator units in place, it is crucial to ensure clear landings that can accommodate at least two customers using strollers or wheelchairs simultaneously, as well as two customers waiting in line back to back for the elevator. The final spatial layout also dictates the optimal location for the toilet area by the elevator, a common arrangement in commercial mall settings. Therefore, careful considerations must be taken to ensure that customers using these two spaces do not block or disrupt the traffic flow within the store.

Several considerations were carefully evaluated, and based on these, an ideal orientation for the elevators was selected. This orientation, represented by a dotted rectangular area, ensures that an adequate number of people can comfortably use the elevators without causing congestion or hindering the flow of foot traffic.



DESIGN

SPACE

INTERIOR

LIGHTING

FURNITURE

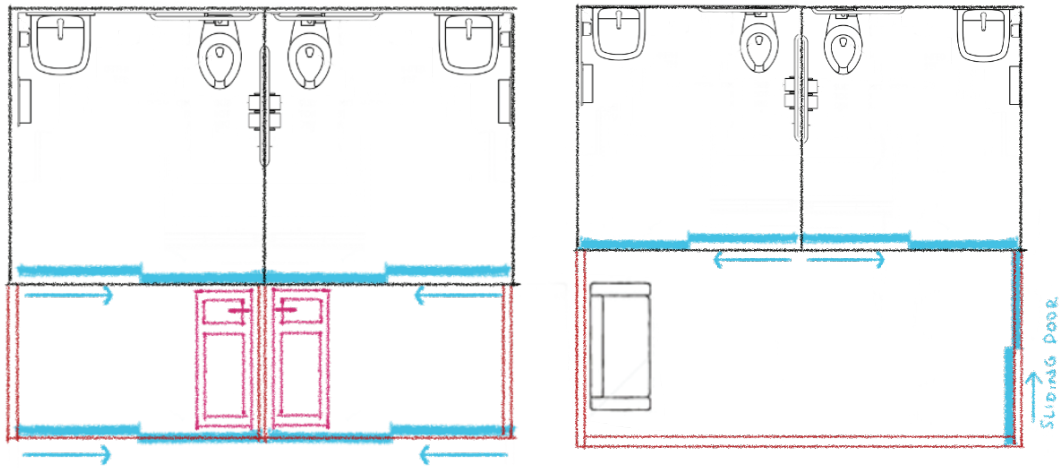
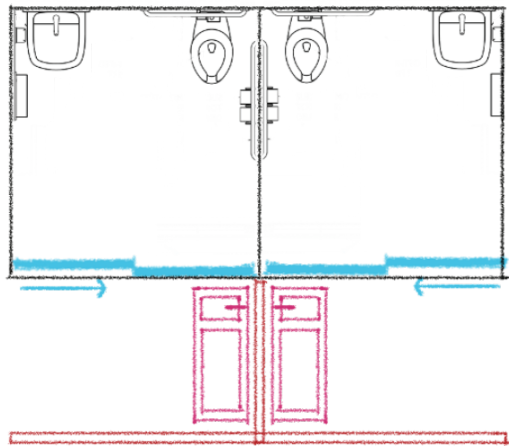
MATERIALS

SUSTAINABILITY

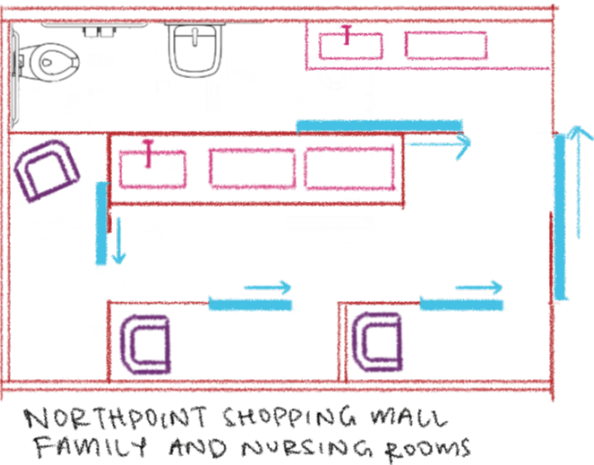
REFERENCES

FIG. 102
ISTOCK (2020). NURSING ROOM IN ALL NEW BUS AND MRT INTERCHANGES. [ONLINE IMAGE] THE ASIAN PARENT. AVAILABLE AT: [HTTPS://SG.THEASIANPARENT.COM/NURSING-ROOMS-IN-SINGAPORE-2](https://sg.theasianparent.com/nursing-rooms-in-singapore-2) [ACCESSED 13 JUN. 2023].

FIG. 103
TANGLIN MALL (N.D.). DIAPER ROOM. [ONLINE IMAGE] TANGLINMALL.COM. AVAILABLE AT: [HTTPS://WWW.TANGLINMALL.COM.SG/EXPLORE-TANGLIN-MALL/FAMILY-FAVOURITES/](https://www.tanglinmall.com.sg/explore-tanglin-mall/family-favourites/) [ACCESSED 13 JUN. 2023].



- FAMILY ROOMS
- CHANGING STATION
 - TOILETS
 - SINKS
 - ASSISTED BARS
 - WALL
- CHANGING STATION

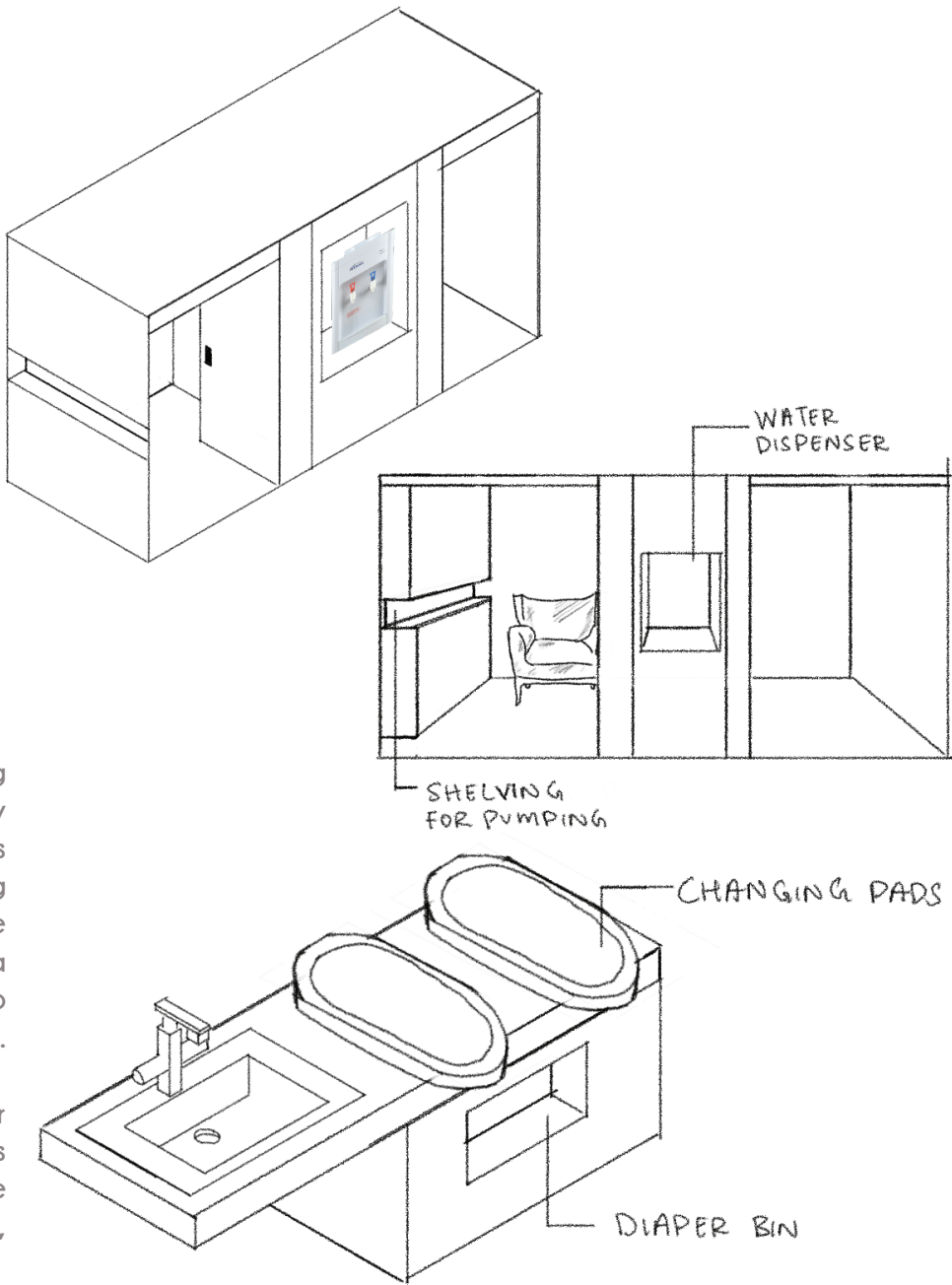


ANALYSIS

The availability and design of baby changing rooms and nursing rooms have evolved over time. These facilities are now widely accessible for parents, and the interior design has shifted towards a modern layout with contemporary style interior scheme, moving away from the traditional "baby" aesthetic. At Frida Cares, the family room offers a comprehensive space that includes a changing station, toilets, sinks, and assisted bars. It is designed to be disability-friendly, ensuring accessibility for all users.

Frida's modernized style will be incorporated into the interior scheme of the family room, creating a cohesive and seamless transition from the overall interior design. The materials used in the family room will blend harmoniously with the rest of the store,

interior development
FAMILY ROOM & CHANGING ROOM



ANALYSIS

The family room at Frida Cares will be divided into two separate units, ensuring privacy for individuals using the changing area and the toilet. Additionally, the nursing room will be equipped with an electric socket and a comfortable armchair for pumping moms. To accommodate the needs of customers using wheelchairs or families with strollers, a minimum space allowance of 1500mm all around will be provided, allowing for comfortable maneuverability.

DESIGN

SPACE

INTERIOR

LIGHTING

FURNITURE

MATERIALS

SUSTAINABILITY

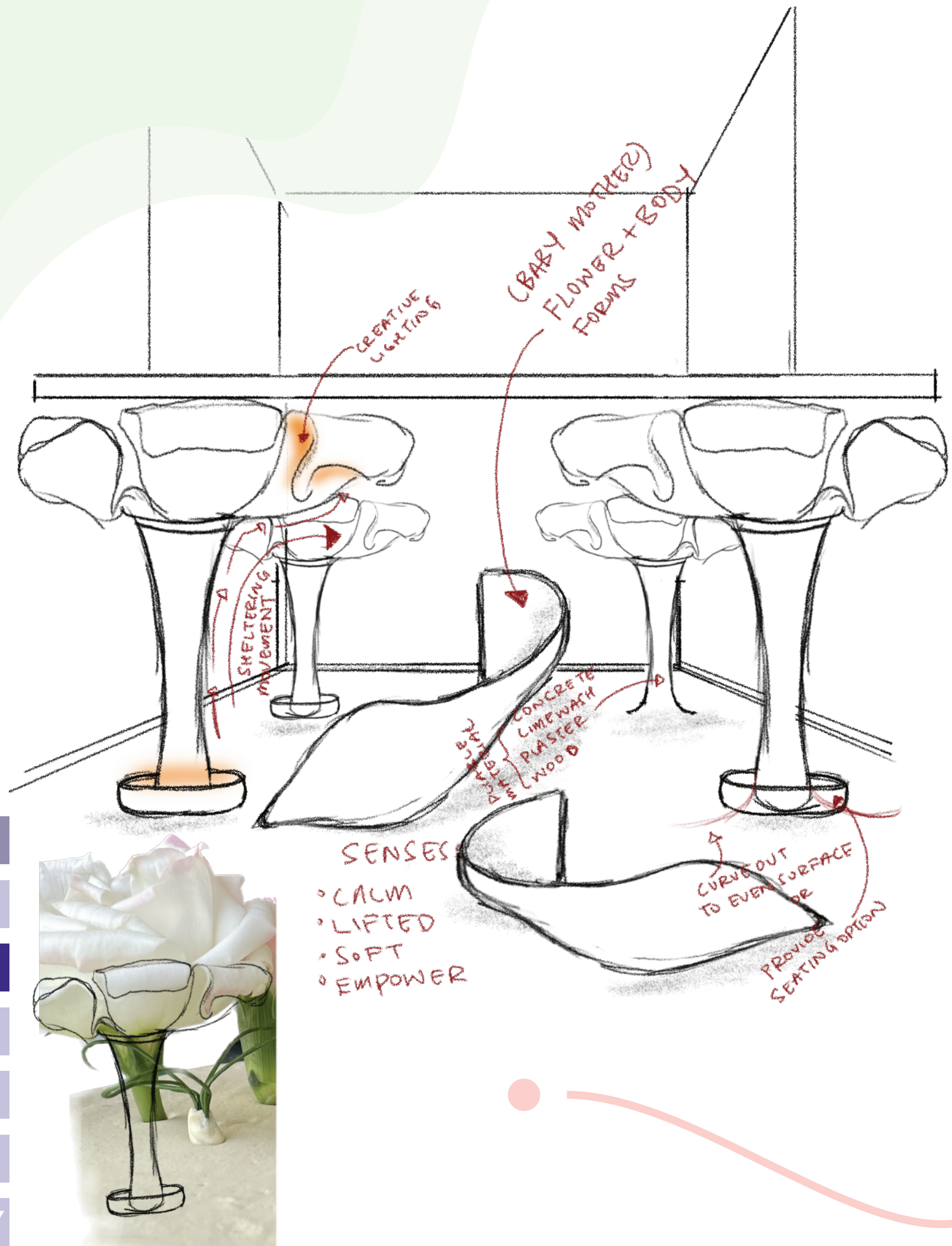


FIG. 102
Nursing Room in MRT & Bus Interchanges, Singapore



FIG. 103
Baby Room in Tanglin Mall, Singapore

FIG. 104
CHRISTOPOULOU, A. (2022). THE ROW: A
REAL-ESTATE DEVELOPMENT IN THE METAVERSE BY
SIX N. FIVE, DANIEL ARSHAM + MORE. [ONLINE IMAGE]
DESIGN BOOM. AVAILABLE AT:
HTTPS://WWW.DESIGNBOOM.COM/ARCHITECTURE/R
OW-METAVERSE-ARCHITECTURE-REISINGER-ARSHAM-
SIXNFIVE-CHRISTODOULOU-07-26-2022/ [ACCESSED
14 JUN. 2023].



interior development

OVERALL INTERIOR



FIG. 104

CONTEXT AND ANALYSIS

The vertical arrangement of flowers in the space will not only provide structural support but also create a visually stunning design element. The overall interior design aims to empower customers while offering a calming ambiance. Materials chosen for the space reflect the architectural style of SoHo's Georgian era, with a clean, symmetrical white-washed finish and textured elements like limewash plaster. The petals, made from metal and translucent materials, add a touch of translucency and are enhanced by creative lighting. The interplay of lighting fixtures will play a crucial role in achieving the desired atmosphere, making the space visually captivating.

DESIGN

SPACE

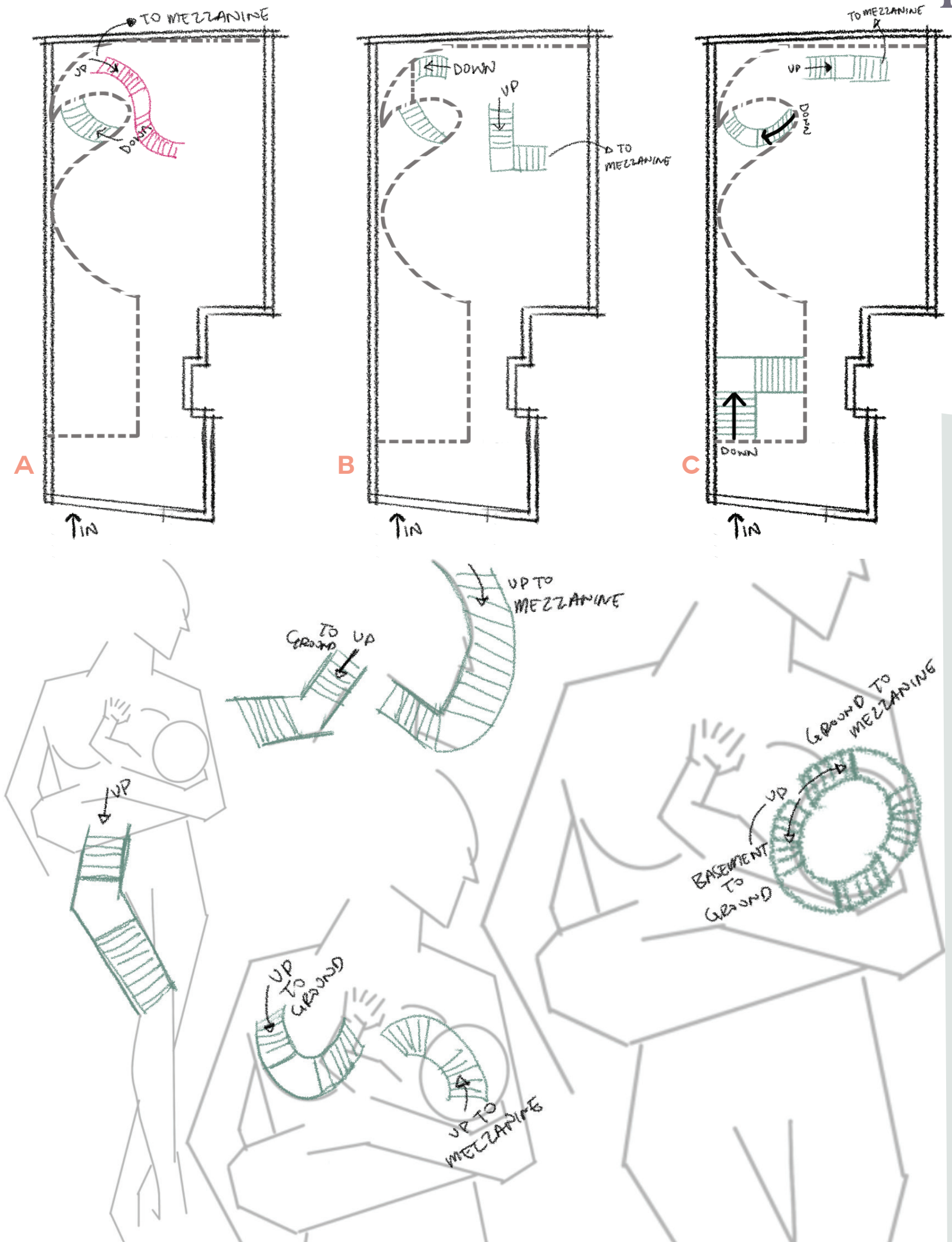
INTERIOR

LIGHTING

FURNITURE

MATERIALS

SUSTAINABILITY



CONTEXT AND ANALYSIS

The development of the interior also encompasses the placement and design of the staircase. It is important to consider the overall spatial coherence while incorporating curves that complement the surrounding elements. However, straight flights of stairs have also been considered to optimize spatial development. During the design process, it is essential to prioritize safety, particularly for customers with children. The entrance space should serve as a pause point, allowing customers to gather themselves without posing any falling hazards for children. This ensures that customers can fully immerse themselves in the shopping experience.

Option C, with a staircase straight from the entrance view, may not be the ideal choice given these considerations. However, the back staircase leading to the basement, curving into the lower level, creates a flow and sense of movement that aligns with the narrative experience. Due to spatial limitations during the development stage, options A and B are not viable for the placement of staircases. Nonetheless, it is important to note that the proximity of the Option A staircase to the mezzanine and the basement staircase creates an intuitive experience for customers to locate the staircases. This concept of maintaining a close relationship between the staircases should be carried forward in the design.



interior development

FORMS FOR PRODUCT DISPLAY

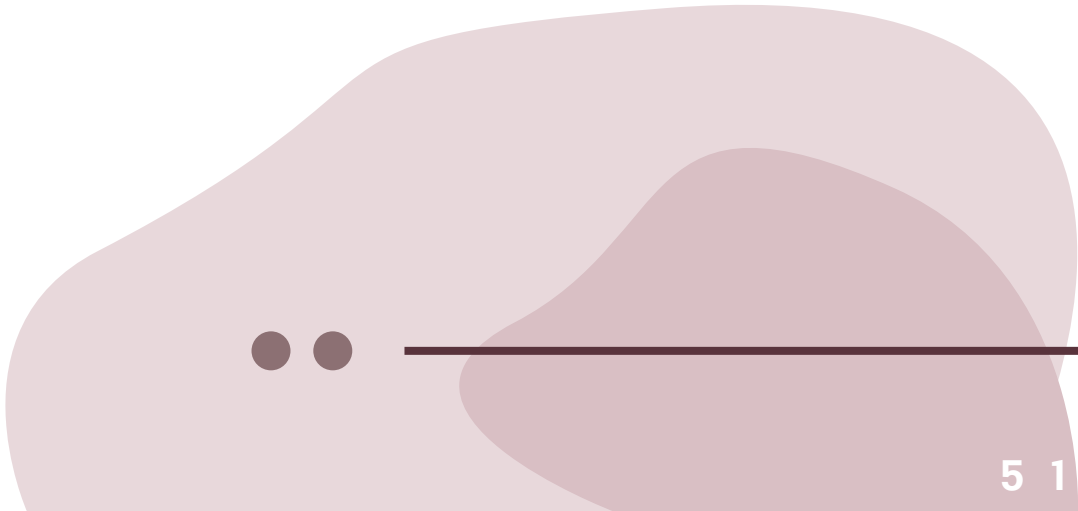
CONTEXT AND ANALYSIS

The exploration and application of bending, separating, and pressing techniques to study the forms of the petals demonstrates experimentation and innovation in design. By manipulating the materials in these ways, unique and dynamic shapes can be created, contributing to the overall design.

The varying heights of the petals, which can be viewed from different perspectives, introduce depth and visual interest to the space. This variation adds complexity to the design and engages the viewer's perception. The combination of horizontal and vertical elements achieves a harmonious balance, enhancing the overall visual appeal of the building.

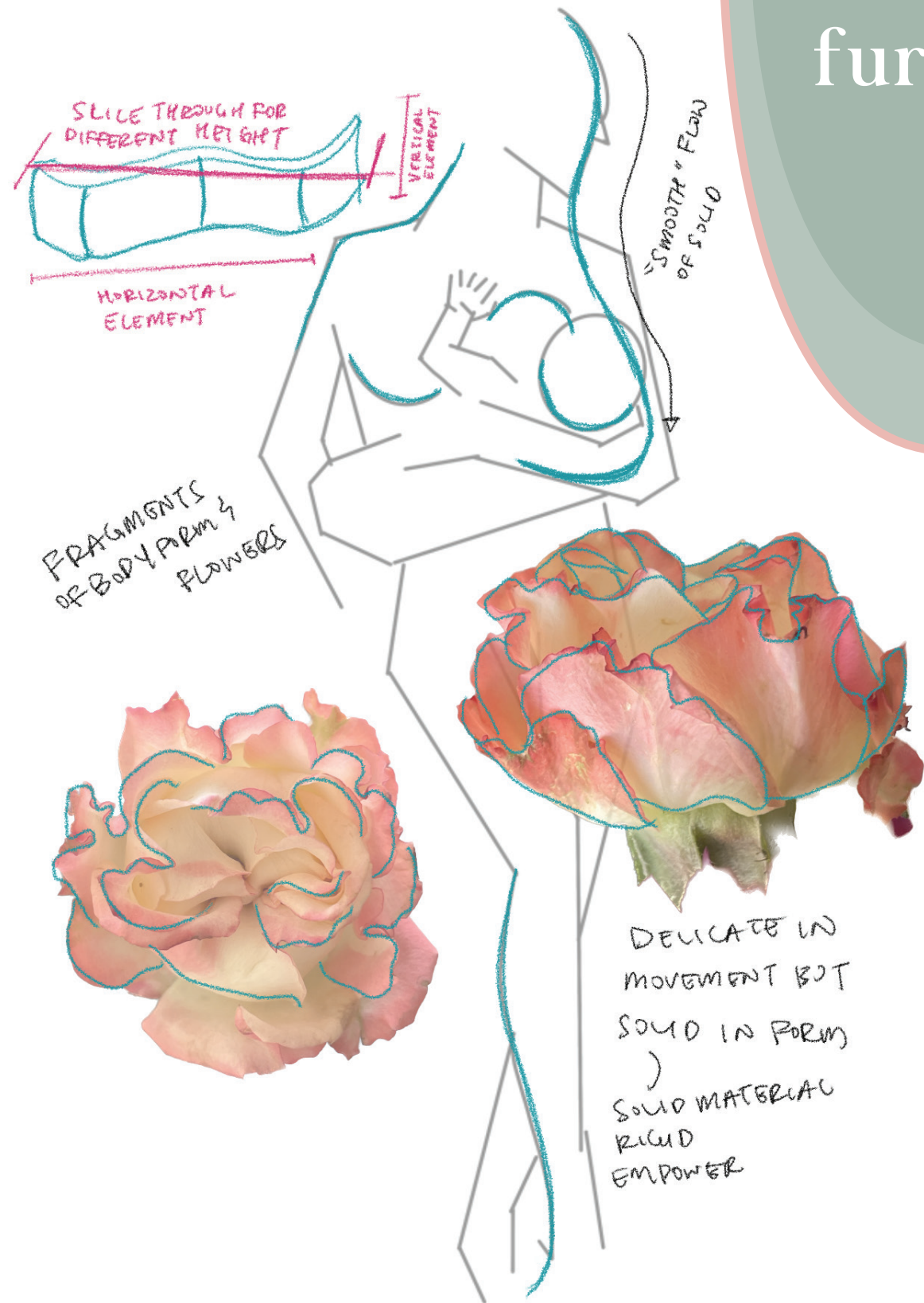
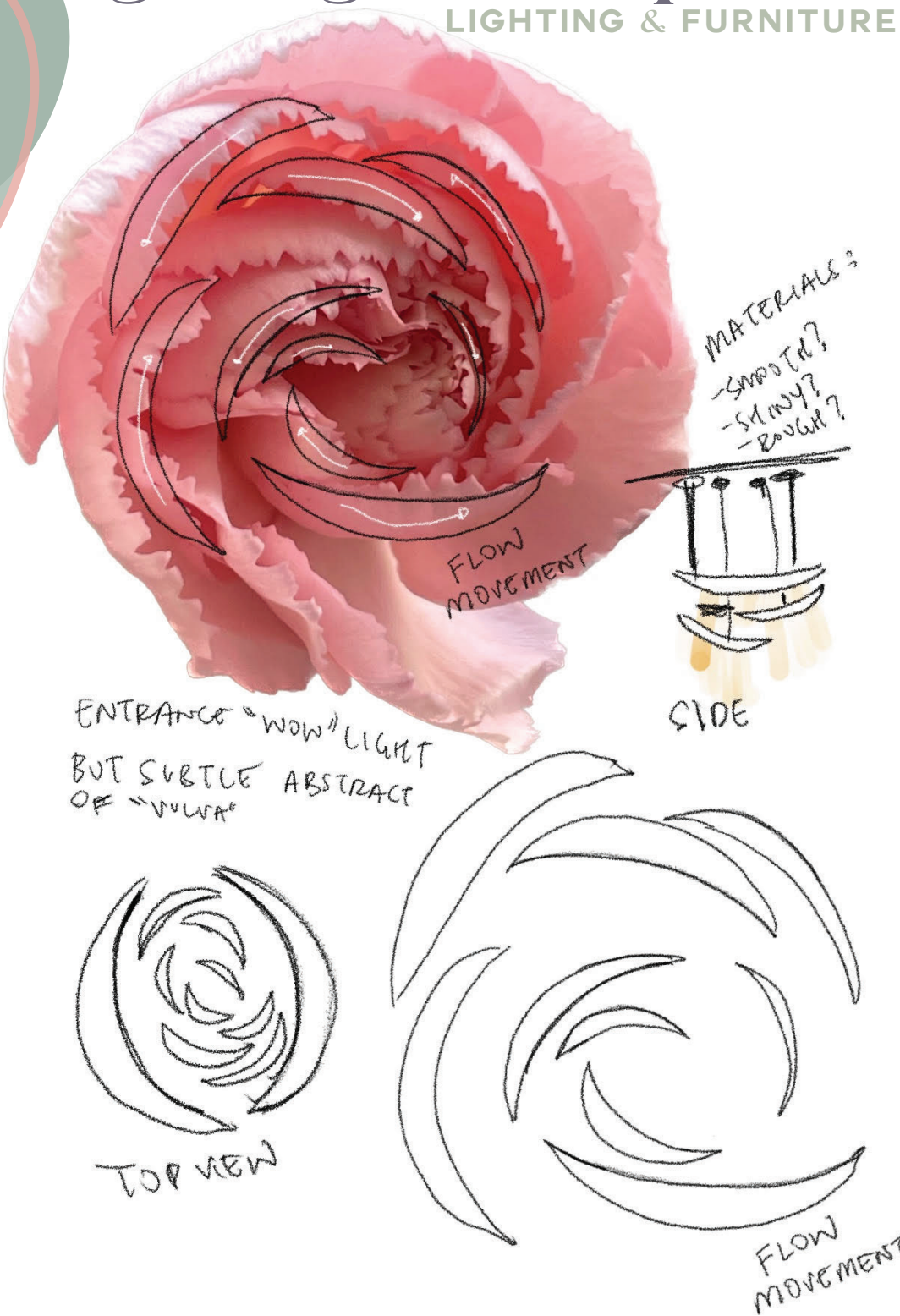
The deliberate choice to incorporate larger petals embraces an exaggerated form, drawing inspiration from postmodern design principles that emphasize playfulness and exaggeration. This inclusion of larger elements creates focal points and adds a sense of drama to the space.

The minimal furniture approach, driven by the prioritization of user needs over aesthetics, allows the sculptural forms to take center stage. This intentional use of scale fills the space with purpose and ensures that the sculptural forms become functional and aesthetic elements within the design.



furniture & lighting development

LIGHTING & FURNITURE



CONTEXT AND ANALYSIS

The design approach for the store's interior reflects the brand's dedication to modernity and innovation. Inspired by fragmentation, the use of organic shapes distinguishes the brand from conventional grid-based displays. Thoughtful incorporation of curves and variations in height not only enhances visual appeal but also guides customers through an engaging narrative experience. This aligns perfectly with the brand's vision of creating an intuitive and captivating space, reflecting the qualities of their products. The integration of fragmented forms further enhances the spatial narrative, resulting in an immersive and memorable experience for customers.

The development of the space aims to create visual appeal vertically, particularly as one enters through the generous ceiling height. To add visual interest, a distinctive structure should be incorporated. While the overall space embodies a sense of empowerment through rigid forms and textures, there should also be elements that introduce a softer touch. In line with Frida's brand identity, which incorporates the vulva in abstract art, the idea of a blossoming petal seems fitting to represent the brand subtly. This addition serves as an understated icon for the brand.

DESIGN

SPACE

INTERIOR

LIGHTING

FURNITURE

MATERIALS

SUSTAINABILITY

furniture development

FLEXIBLE EVENT SPACE

CONTEXT AND ANALYSIS

The flower petal bench draws inspiration from the concept exploration and experimentation phase, where the design incorporates a petal's stem into potential seating area. By utilizing the larger surface area of a lily instead of a small petal, the bench offers a more substantial seating area. Further development of the bench focuses on the elegance of lily petals, resulting in a unique and intriguing form that evokes a sense of community through its cocoon-like shape and rounded layout.

The orchid dome takes inspiration from the gradual transformation of an orchid as it blooms, transitioning from a bulky bud to an open, flared shape. The dome aims to capture this transformative and flexible quality. It consists of two parts: a fixed main structure resembling an orchid and an orchid that is set of flexible partitions. When not used as an event space, the opened orchid dome provides an immersive experience for customers, who can sit inside and enjoy the omni theatre screen showcasing marketing materials by Frida.

Initially, a translucent material was considered for the fixed structure to achieve a desired effect. However, this posed a challenge when integrating the omni theatre screen. To address this, a strong and rigid form was chosen for the fixed structure, allowing for the use of translucent material in the flexible partitions. This design choice provides customers outside the event space with a glimpse into the dome, observing the silhouettes of attendees. Additionally, the translucent material creates captivating light effects inside the dome, enhancing the overall ambiance.

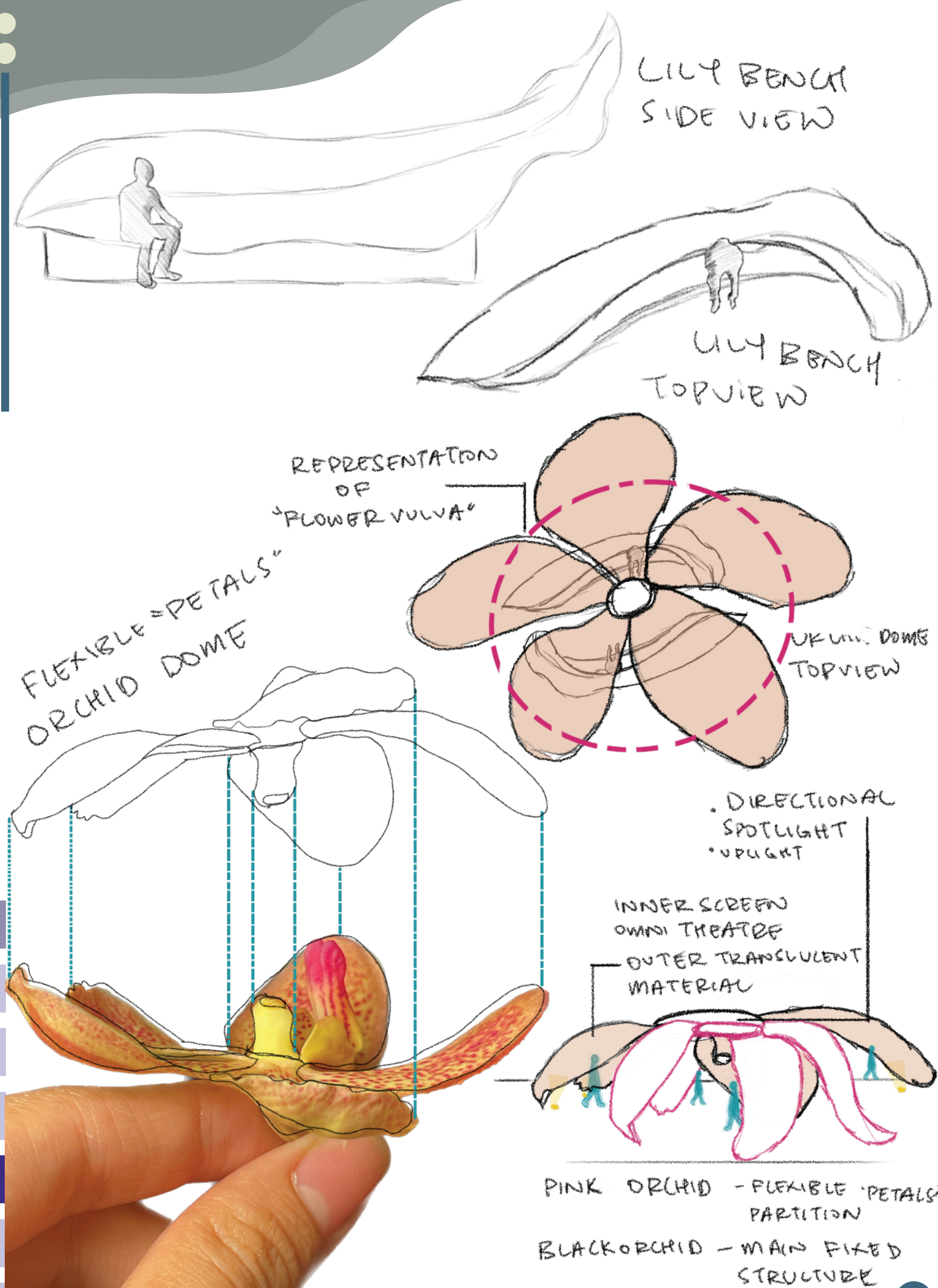


FIG. 105
HTA DESIGN LLP (2019). CATOR PARK, KIDBROOKE.
[ONLINE IMAGE] LANDSCAPE INSTITUTE. AVAILABLE
AT:
<https://mylandscapeinstitute.org/case-study/cator-park-2c-kidbrooke/eeb68fe7-502e-eb11-bf6f-00224801c8ab> [ACCESSED 14 JUN. 2023].



furniture development

PLAY AREA



FIG. 105
Cator Park, Kidbrooke. South London.

CONTEXT AND ANALYSIS

Through careful observation of various play areas, it becomes evident that certain elements, such as climbing structures, hiding spots, slides, and even obstacles like bridges, contribute to a fulfilling and engaging experience for children. To recreate this enjoyable atmosphere, it is crucial to incorporate these elements into the design of the play area. Drawing inspiration from the graceful blooming of a rose, the contour and movement of the flower can be translated into minimalist structures.

To maintain a sense of harmony with the overall interior theme of the space, it is recommended that the play area aligns with the botanical theme, specifically the concept of "the sacred garden." However, considering the limited size of the play area, it may be necessary to divide it into two distinct sections: one dedicated to active play and the other tailored for quieter activities like reading or imaginative play.

Furthermore, to ensure seamless integration with the overall store layout, it is advisable for the entrance to the play area to be positioned after reaching the landing of the elevators.

DESIGN

SPACE

INTERIOR

LIGHTING

FURNITURE

MATERIALS

SUSTAINABILITY

REFERENCES

FIG. 106
MARTINELLI VENEZIA STUDIO (N.D.). MAIOLICHE DI PIETRA A. [ONLINE IMAGE] MATTER OF STUFF. AVAILABLE AT: [HTTPS://WWW.MATTEROFSTUFF.COM/PRODUCTS/3D-WALL-TILE-MAIOLICHE-DI-PIETRA-A](https://www.matterofstuff.com/products/3d-wall-tile-maiolichedi-pietra-a) [ACCESSED 1 JUL. 2023].

FIG. 107
BRIONI, M. (N.D.). TERRATON WALL STRUCTURED. [ONLINE IMAGE] MATTER OF STUFF. AVAILABLE AT: [HTTPS://WWW.MATTEROFSTUFF.COM/PRODUCTS/STRUCTURED-CLAY-PLASTER-MATTEO-BRIONI](https://www.matterofstuff.com/products/structured-clay-plaster-matteo-brioni) [ACCESSED 1 JUL. 2023].

FIG. 108
VERNICI, M. (N.D.). ROSE COPPER VARNISH. [ONLINE IMAGE] MATTER OF STUFF. AVAILABLE AT: [HTTPS://WWW.MATTEROFSTUFF.COM/PRODUCTS/ROSE-COPPER-VARNISH](https://www.matterofstuff.com/products/rose-copper-varnish) [ACCESSED 1 JUL. 2023].

FIG. 109
MATTER OF STUFF (N.D.). OPAL RECYCLED BLOWN GLASS. [ONLINE IMAGE] MATTER OF STUFF. AVAILABLE AT: [HTTPS://WWW.MATTEROFSTUFF.COM/PRODUCTS/OPAL-BLOWN-GLASS](https://www.matterofstuff.com/products/opal-blown-glass) [ACCESSED 1 JUL. 2023].

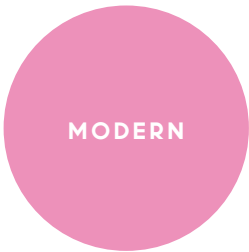
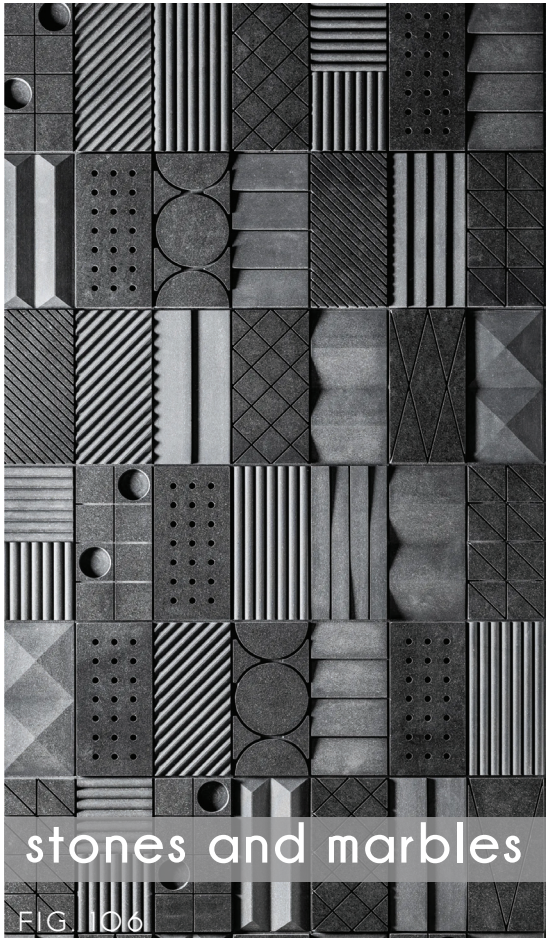


FIG. 106

The Maioliche 3D Wall Tiles are exquisite tiles made from natural stones like Carrara Marble, Volcanic Stone, and Crema Tunisi. Although they offer a luxurious and visually appealing aesthetic, these tiles may not be the most suitable choice for Frida Concept Store, which specializes in baby care and postpartum products. The intricate 3D design and textured surfaces of the tiles could pose challenges in terms of cleaning, maintenance, and safety, especially in a retail environment that requires frequent hygiene measures. Additionally, the use of opulent and hard materials like stones or marbles may create an atmosphere that feels cold and extravagant, which doesn't align with the warm and inviting ambiance that Frida Concept Store aims to provide for parents and women.

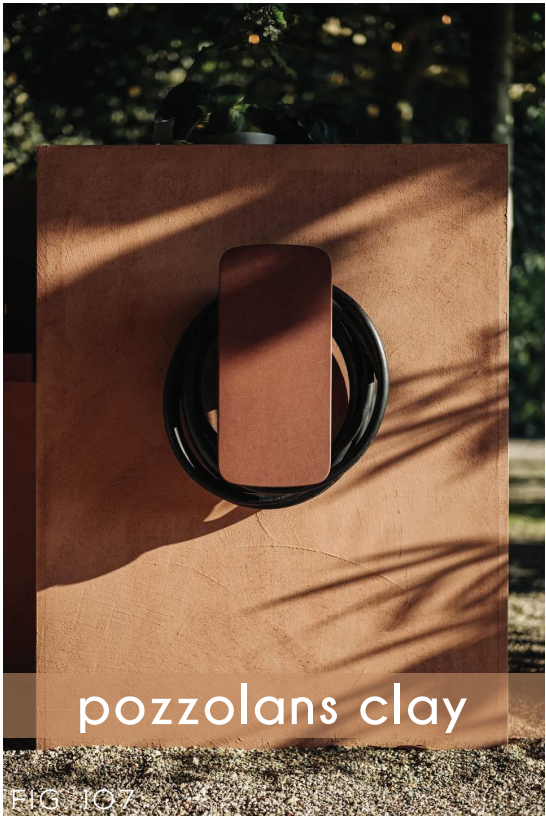


FIG. 107

The Terraton Wall Structured Clay Plaster is a material known for its earthy color and warm aesthetic. Its flexibility allows for the creation of intricate forms in the store. However, clay may not be the ideal choice for Frida Concept Store due to a few reasons. The earthy and "hippy" connotation of clay doesn't align with Frida's sleek, modern, and sophisticated brand graphics and desired atmosphere. Additionally, clay plaster may be more prone to damage and staining, which is not practical for a retail setting with high cleanliness standards.

Nevertheless, the bumpy texture of clay can inspire a contrast of textures when combined with smoother materials like metal in the design. By polishing the clay, sanding it down to a smooth surface, and applying a protective layer such as bioresin, it could retain some of its unique characteristics while achieving a more suitable texture.



FIG. 108

Rose copper was chosen for its soft pink color, which aligns with Frida's sophistication and evokes a sense of airiness. However, it's important to consider that the color choice could potentially create a perception of the space being too feminine, which may discourage men from shopping. Survey results have indicated the importance of including more representation of fathers in the retail space. While it's not necessary for the store to be exclusively for women, it should be inclusive and welcoming to fathers as well.

Moving forward, it would be beneficial to explore materials that suggest a soft and airy atmosphere, such as incorporating the color white. White represents a modern brand while maintaining a soft texture that resembles a natural aesthetic. This approach aligns with Frida's mission to create a space where customers can feel natural and understood in their struggles. The overall goal is to create a natural and inviting environment

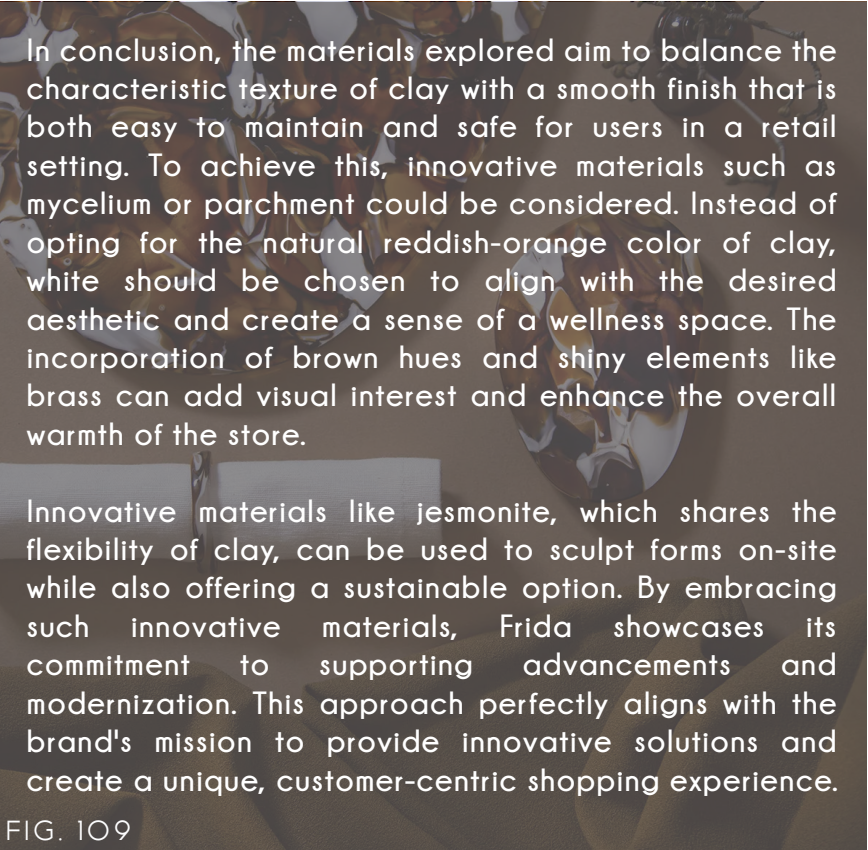


FIG. 109

In conclusion, the materials explored aim to balance the characteristic texture of clay with a smooth finish that is both easy to maintain and safe for users in a retail setting. To achieve this, innovative materials such as mycelium or parchment could be considered. Instead of opting for the natural reddish-orange color of clay, white should be chosen to align with the desired aesthetic and create a sense of a wellness space. The incorporation of brown hues and shiny elements like brass can add visual interest and enhance the overall warmth of the store.

Innovative materials like jesmonite, which shares the flexibility of clay, can be used to sculpt forms on-site while also offering a sustainable option. By embracing such innovative materials, Frida showcases its commitment to supporting advancements and modernization. This approach perfectly aligns with the brand's mission to provide innovative solutions and create a unique, customer-centric shopping experience.

Materials

EXPLORATION AND SELECTION

Material exploration is driven by the keywords that the design needs to evoke, capturing the essence of the brand and the location, while consistently prioritizing sustainability. It is essential for the selected materials to align with the country's vision for a sustainable future and the brand's commitment to sustainability.

Careful consideration should be given to ensure that the chosen materials do not overstimulate the target customers. The design should strike a balance between creating an engaging and immersive environment without overwhelming the senses.

FIG. 110
ALEXANDER LAMONT AND RE-THINKING THE FUTURE (N.D.). PARCHMENT. [ONLINE IMAGE] RE-THINKING THE FUTURE. AVAILABLE AT: <https://www.re-thinking-the-future.com/RTF-FRESH-PERSPECTIVES/A1638-8-UNCONVENTIONAL-MATERIALS-USED-IN-INTERIOR-DESIGN/> [ACCESSED 29 JUN. 2023].

FIG. 111
CRITICAL CONCRETE AND RE-THINKING THE FUTURE (N.D.). MYCELIUM. [ONLINE IMAGE] RE-THINKING THE FUTURE. AVAILABLE AT: <https://www.re-thinking-the-future.com/RTF-FRESH-PERSPECTIVES/A1638-8-UNCONVENTIONAL-MATERIALS-USED-IN-INTERIOR-DESIGN/> [ACCESSED 29 JUN. 2023].

FIG. 112
LUCKY FOX (N.D.). LEVI'S® HAUS. [ONLINE IMAGE] LUCKY FOX. AVAILABLE AT: <https://luckyfox.uk.com/projects/levis-haus/> [ACCESSED 29 JUN. 2023].



FIG. 1110

MATERIALS SELECTION

Frida is a forward-thinking brand driven by technology and problem-solving. Despite the challenges of sustainability in their hygiene-focused products, they actively explore safe ways to discard materials. To embody this commitment, Frida's store should incorporate unconventional sustainable elements beyond traditional choices like terrazzo and bamboo. By encouraging the use of innovative materials such as mycelium and parchment, Frida supports scientific advancements and showcases their modern brand identity. These materials offer durability, strength, translucency, and softness, striking a balance within the store's design concept.

Sustainability

PRINCIPLES



FIG. 111

EXISTING BUILDING

Levi's House, opened in 2020, prioritized sustainability from the start, integrating it into material selection, retail concept, and shopping experience (Sutherland, 2020). The design studio, Lucky Fox, collaborated closely to emphasize sustainable design (Lucky Fox, n.d.). Sustainable plywood and terrazzo-effect durat were used for furniture and worktops, showcasing durability, cost-effectiveness, and recyclability. Laser engraved plywood signs and PVC-free canvas prints demonstrated eco-friendly alternatives to traditional materials.

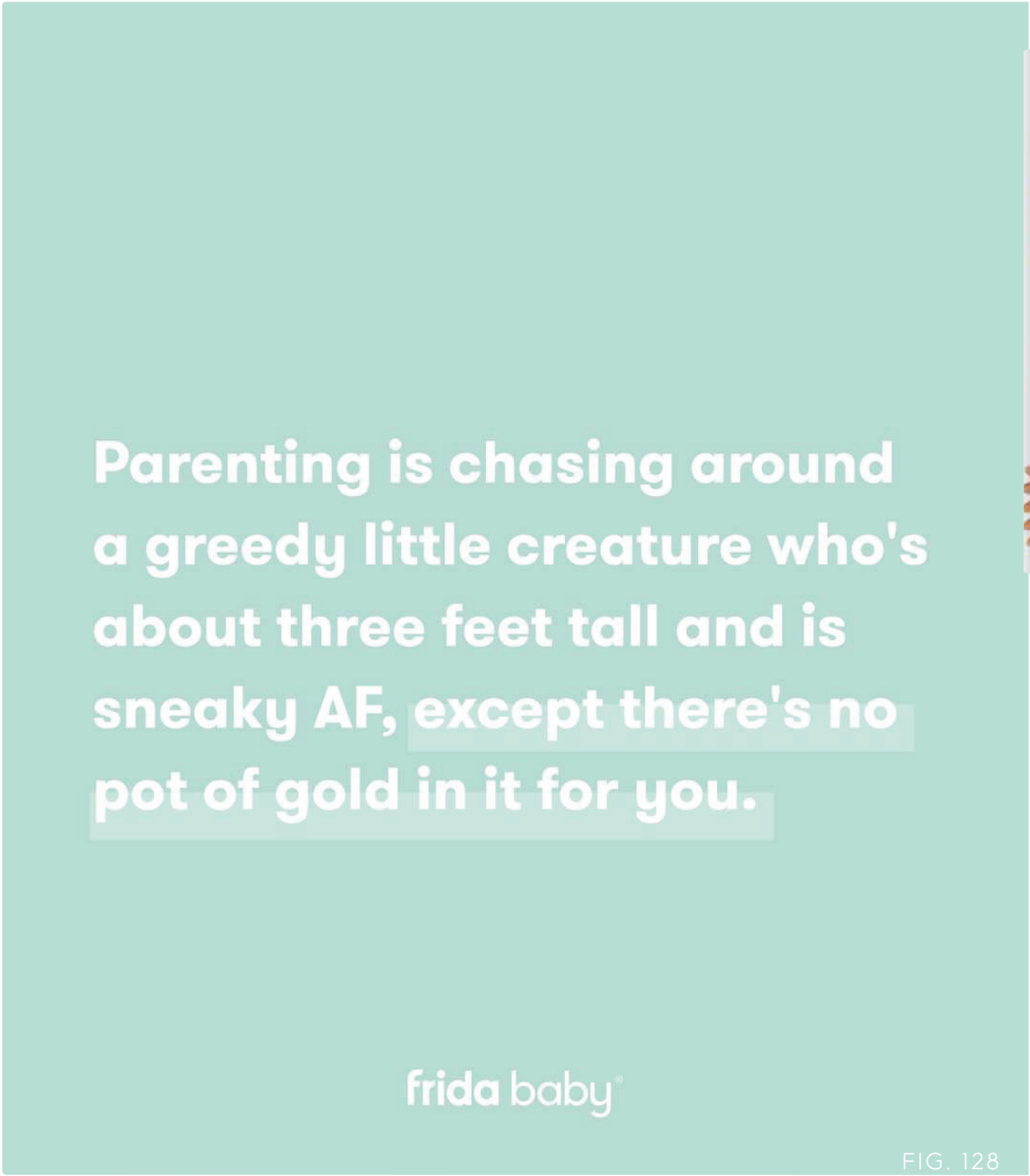
Frida Cares' retail store in 2043 can draw inspiration from Levi's House, incorporating sustainability with innovation and creativity. Utilizing raw materials like polished concrete floors and exposed bricks from the existing building would create a visually appealing space aligned with Frida Cares' commitment to sustainability.

The analysis of Levi's House reveals how sustainability was integrated into various aspects. Frida Cares can create a retail environment that balances innovation, creativity, and sustainability, taking inspiration from Levi's House's successful implementation of sustainable design principles.



FIG. 112

FIG. 128
FRIDA BABY (2022). HONESTLY WE'D SETTLE FOR
MORE THAN 4 HOURS OF SLEEP. [ONLINE IMAGE]
INSTAGRAM. AVAILABLE AT: [HTTPS://WWW.INSTA-
GRAM.COM/P/CBN5BYBVIA/](https://www.instagram.com/p/CBN5BYBVIA/) [ACCESSED 1 JUL. 2023].



the end

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