

Royal Collage of Art
Yiqing Miao

Beacon Center

RE-MAKE YOURSELF

Vision

Beacon Center

Re-think the public realm in the Beacon Center as a stage for spaces and experiences that attract more environmentally conscious consumers.

Insights

Beacon Center

RE - MAKE
YOURSELF



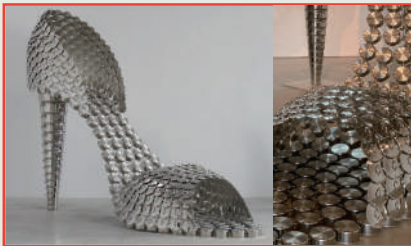
#1 Community

The current fashion offer for young people in the Beacon Center is limited to nine high street fast fashion outlets. There is now a growing number of young people interested in fashion that explore, ideas of reuse, consumption and sustainability.



#2 Place

The Bathing Machine was an iconic design used on Eastbournes beach to provide women privacy when changing into their swimsuits. The structure would be pushed by hand up and down the beach by its large wheels, so that women would be close to the water for bathing.



#3 Sustainable

Many of the fashion outlets in the Beacon center could benefit from adopting a reuse strategy. By reusing intact materials and components e.g. metal saucepans from second hand shops, unique structures and spaces could pop up rapidly to meet the need to constantly revamp displays.

Problems

Beacon Center

RE - MAKE
YOURSELF



#1 Fast Fashion Causes Negative Environmental Impact

Fast fashion can be defined as cheap, trendy clothing that samples ideas from the catwalk. However, both the production and disposal of fast fashion can have a negative environmental impact.

#2 Eastbournes Youth Campaign For Sustainable Fashion

Carbon dioxide and other greenhouse gas emissions from the production and consumption of fashion have a serious and lasting impact on the environment. Soaring global temperature changes can affect seaside towns, and Eastbourne's young people are leading the way.

#3 Frequent Retail Revamps Generate Lots of Waste Material

To keep the items fresh, fast fashion shops need to change their displays frequently. Shop interiors in the Beacon Center compete for the attention of consumers. As a result a lot of material is wasted when the stores and displays are revamped so regularly.

Key Quotes & Trends

Beacon Center

RE - MAKE
YOURSELF

#1

“The fast fashion industry has left a huge environmental impact in terms of manufacturing and disposal. The harmful dyes bring about colourful clothing, but they also cause significant pollution to clean water. More than 85% of discarded clothing is disposed of in landfills, which then release methane gas as they slowly break down, a process that takes more than 200 years.” (Niinimäki, Peters & Dahlbo 2020).

Niinimäki, K., Peters, G & Dahlbo, H., 2020, 'The environmental price of fast fashion', Nat Rev Earth Environ (1), 189–200.

#2

“ Almost 50 shops a day disappear from High streets. That is an average of nearly 50 outlets a day as the impact of the pandemic and changing shopping habits continue to hit many towns and city centres.” (Emma, 2015).

Emma, S., *Almost 50 shops a day disappear from High Streets*. computer software, viewed 1 January 2022 from <https://www.bbc.co.uk/news/business-58433461>

#3

“It surpasses the classic seasonal collection output by far. Instead of collections coming out four times per year, some fast fashion brands introduce new trends that mimic catwalk styles on the sales floor as often as several times per week.” (Allwood, 2018).

Allwood, *What is Fast Fashion and Why is it Bad?* computer software, viewed 1 January 2022 from <https://healthyhuman-life.com/blogs/news/what-is-fast-fashion>

Key Quotes & Trends

Beacon Center

RE - MAKE
YOURSELF

#4

“As designers, it is crucial that we begin to embrace circular economy principles when it comes to creating retail design for stores.”

—

Retail Insight, *Why retail design needs to incorporate sustainable materials and embrace reuse as a design tool*, computer software, viewed 3 January 2022 from <https://www.sheridanandco.com/news/why-retail-design-needs-to-incorporate-sustainable-materials-and-embrace-reuse-as-a-design-tool/>

#5

According to Retail Insight “Fashion is an industry that revolves around creativity and inspiration. Unfortunately, many companies lack such tools and create their products based on the copy, or influence, of others. Said tactics are mostly carried out by fast fashion brands, meaning companies dedicated to the mass production of clothing which sell at a lower price, giving the consumer greater accessibility to buy clothing.”

—

Business Insights, *Fast Fashion: Art or Plagiarism?*, viewed 4 January 2022 from <https://thenextcartel.com/discover/fast-fashion-art-or-plagiarism>

#6

According to Herald Eastbourne “Children took to the streets and seafront of Eastbourne with emotive placards with messages like ‘it’s our future’. The fight against rocketing global temperatures is being waged here in Eastbourne – and our young people are leading. the charge”(Herald, 2022).

—

Herald Eastbourne, *Eastbourne's young people are leading the way in climate change*, computer software, viewed 3 January 2022 from <https://www.eastbourneherald.co.uk/>

Concept Idea Statement

Beacon Center

RE - MAKE
YOURSELF

A mobile workshop and event space based on the Victorian bathing machine and made from unworn, unloved clothing and footwear, will roam the Beacon Shopping centre. Stopping outside the centres main fast fashion retailers the structure will collaborate with these brands to host re-make fashion workshops and events. Visitors will have the opportunity to turn unloved fashion items provided by the stores into new, bold vibrant creations.

Concept

Beacon Center

RE - MAKE
YOURSELF



Benefits

Beacon Center

RE - MAKE
YOURSELF



#A-1

Fixing Fashion, <https://fixing.fashion/index.html>

“Fashion is broken, let's fix it together.” Fixing fashion is making repair, care and upgrade the new fashion. Repurposing fast fashion brands to generate sustainable effects.

#B-5

Courses in Fashion Design, <https://www.dezeen.com/>

“Adult Continuing Education courses in Fashion Design at the School of the Art Institute of Chicago are offered both online and in person.” About the basic fashion design course for young people.

#C-2

Built to Wear, <https://www.ball-nogues.com/#project-665>

“As its basic building block the project expands and critiques notions of ‘green’ architecture while activating public space through consumption.” Using t-shirts or clothing to make a flexible space to teach. The canopy provides an adaptable solution to changing retail environments.



Benefits

Beacon Center

RE - MAKE
YOURSELF



D

#D-4

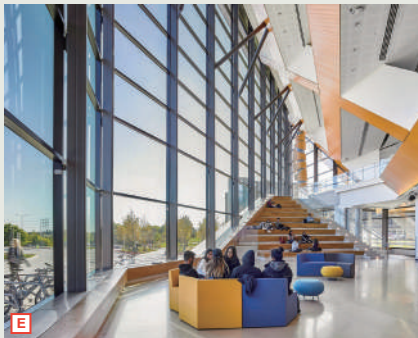
<https://www.dezeen.com/2018/05/09/schemata-architects-record-labe-l-offices-tokyo-interior-design-furniture/>

“Rooms with different functions and characteristics are located around.” Sliding furniture create a playful atmosphere inside this office, Mobile workshops allow clothing brands to collaborate and connect.

#E-6

<https://www.dezeen.com/2021/12/07/longboard-architectural-product-s-panel-true-construction/>

“This created a ‘community spirit’ throughout the project.” Create a lively atmosphere, engage more people in activities and increase the visibility of the Beacon Center.



E



F

#F-3

<https://www.dezeen.com/2021/08/07/design-fashion-vilnius-academy-of-arts-school-show/>

“Cultural or material “trash” presented in this study allows the development of environmentally-friendly camp fashion facing the anthropocene.” The project shows how camp's positive approach towards waste, combined with upcycling, can be adapted in fashion design.

Site

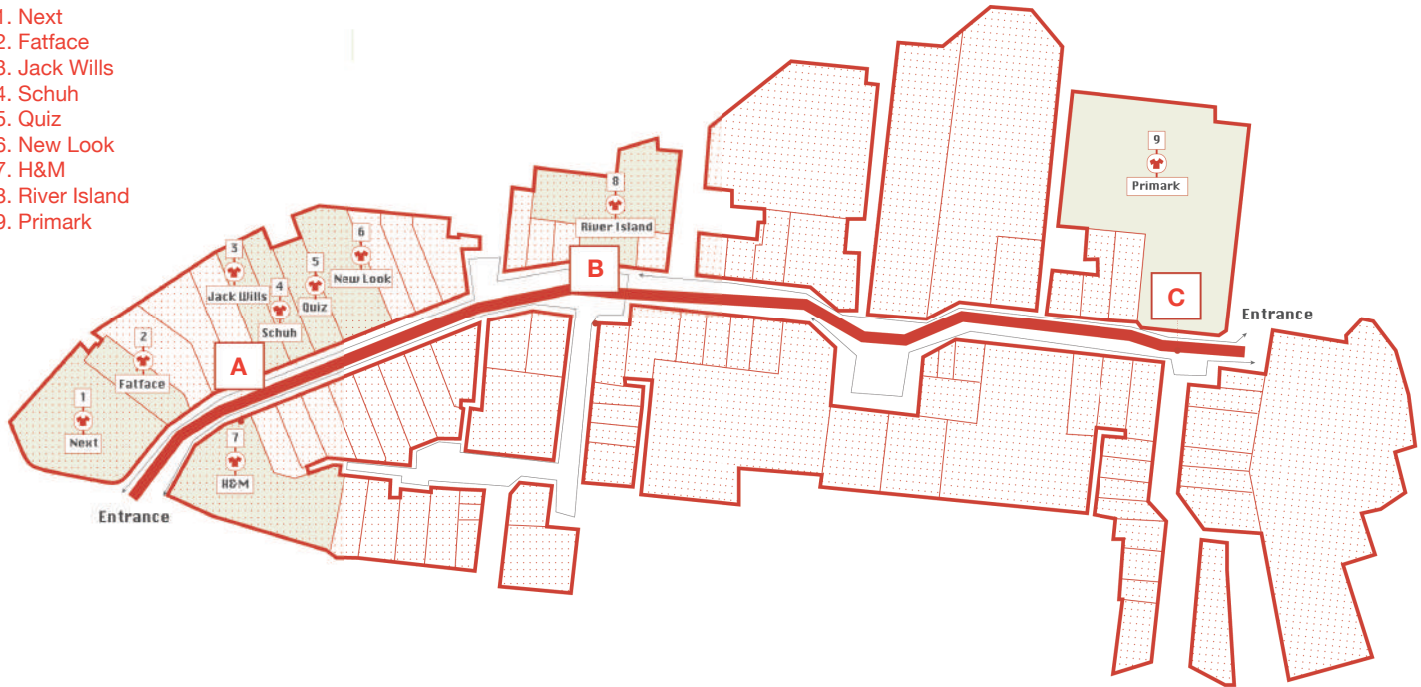
Beacon Center

RE - MAKE
YOURSELF

#1 Site Plan

Fast Fashion Brand

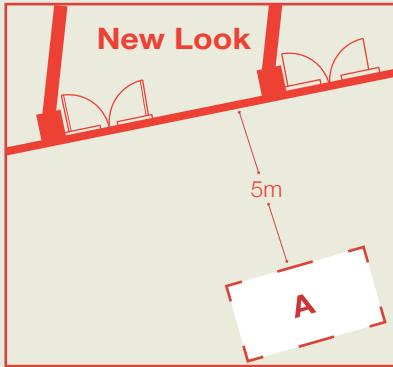
1. Next
2. Fatface
3. Jack Wills
4. Schuh
5. Quiz
6. New Look
7. H&M
8. River Island
9. Primark



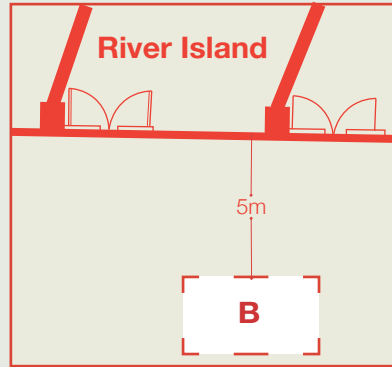
Site Beacon Center

RE - MAKE
YOURSELF

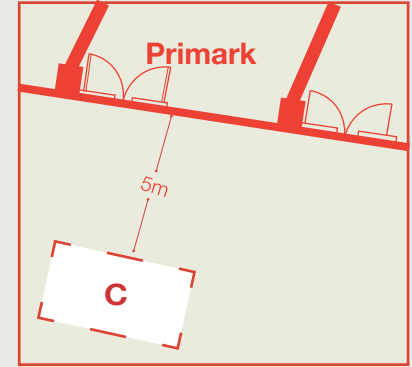
#2 Location Plan A



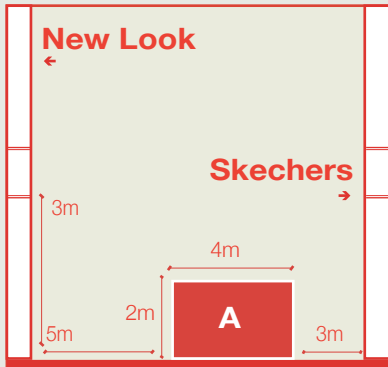
#4 Location Plan B



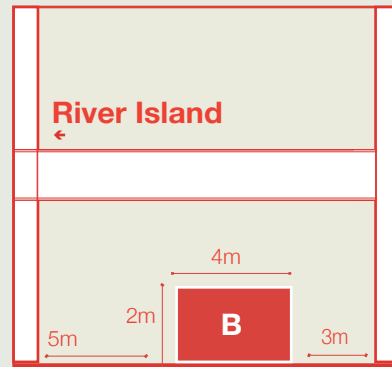
#6 Location Plan C



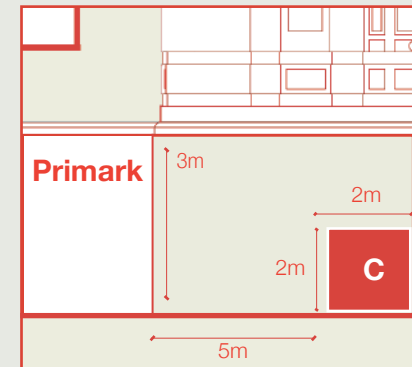
#3 Location Section A



#5 Location Section B



#7 Location Section C



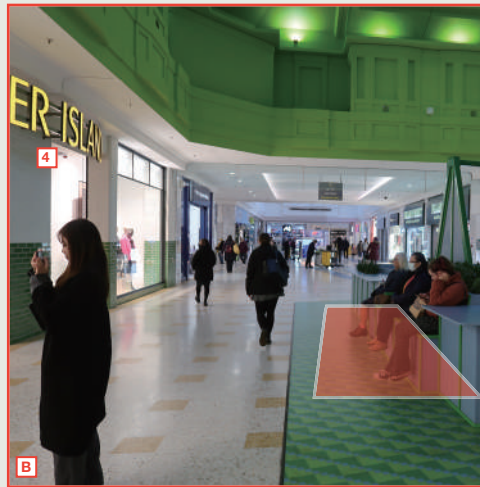
Site

Beacon Center



A. Fast Fashion Brand

- 1. Quiz
- 2. New Look



B. Fast Fashion Brand

- 4. River Island



C. Fast Fashion Brand

- 5. Primark

