




MA INTERIOR DESIGN

DONG HO CHO



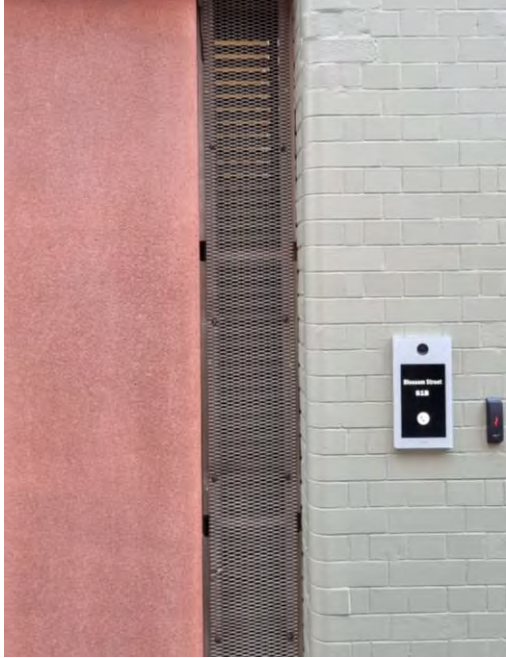




## Thesis Questions

What happens when heterogeneous things meet, and how the border clash can be alleviated by creating a buffer zone?

BUFFER ZONE



## Expansion Joint

Put in between different materials to absorb the crash



movement joint  
expansion joint

border of different materials in buildings

→ flow of materials

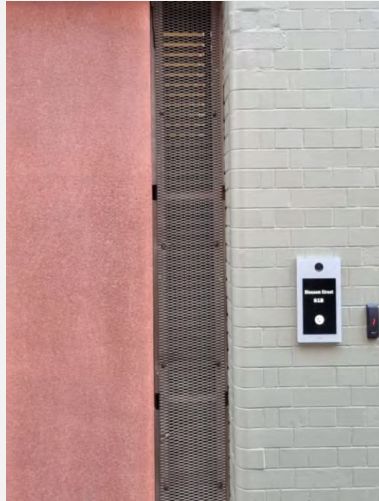




border of different materials in buildings

→ different layers of materials





border of different materials in buildings

→ covering the old with the new





London Borough of Hackney



Shoreditch



Brick Lane



Liverpool Street



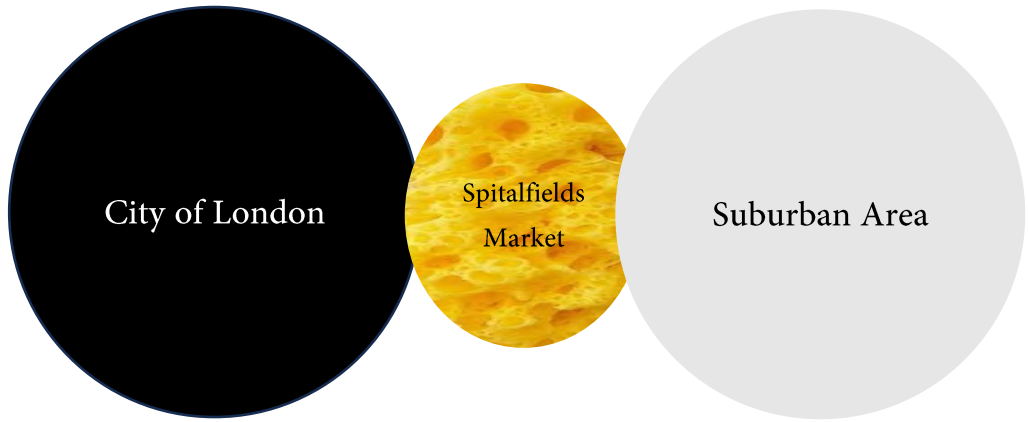
Spitalfields Market

London Borough of Tower Hamlets

City of London

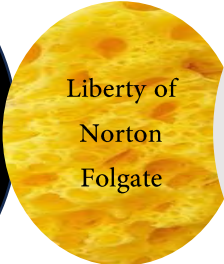
### 16 Blossom Street

- Facing the border of Hackney and City of London
- Located on the road between Spitalfields Market, Brick Lane, Liverpool Street, and Shoreditch





City of London



Liberty of  
Norton  
Folgate



Suburban Area



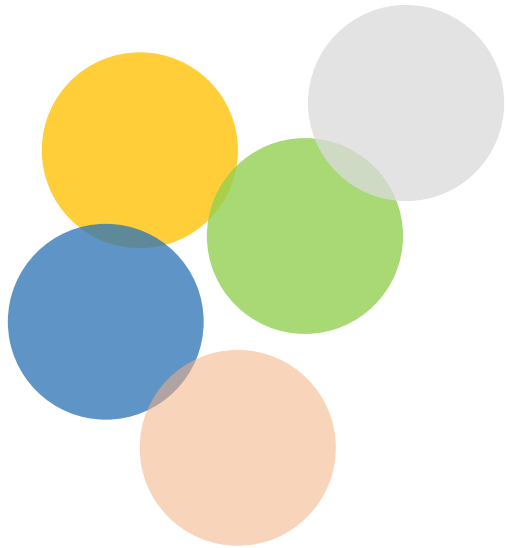


## Tower Hamlets

- One of the most multicultural, ethnically diverse boroughs in London
- One of the most deprived boroughs in London

(source: Borough Profile 2020, Tower Hamlets)

Multi Cultural



Deprived



Tower Hamlets

- One of the most multicultural, ethnically diverse boroughs in London
- One of the most deprived boroughs in London



Programme  
Incubator



Incubator

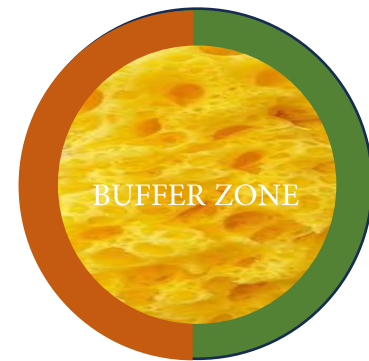
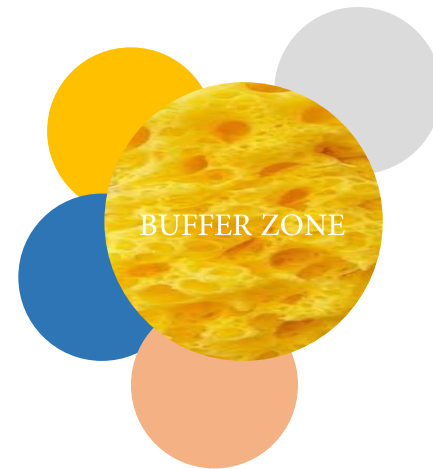




Incubator

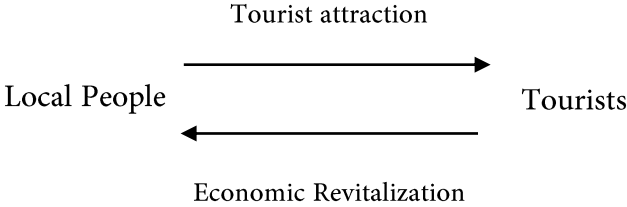
Multi Cultural

Deprived

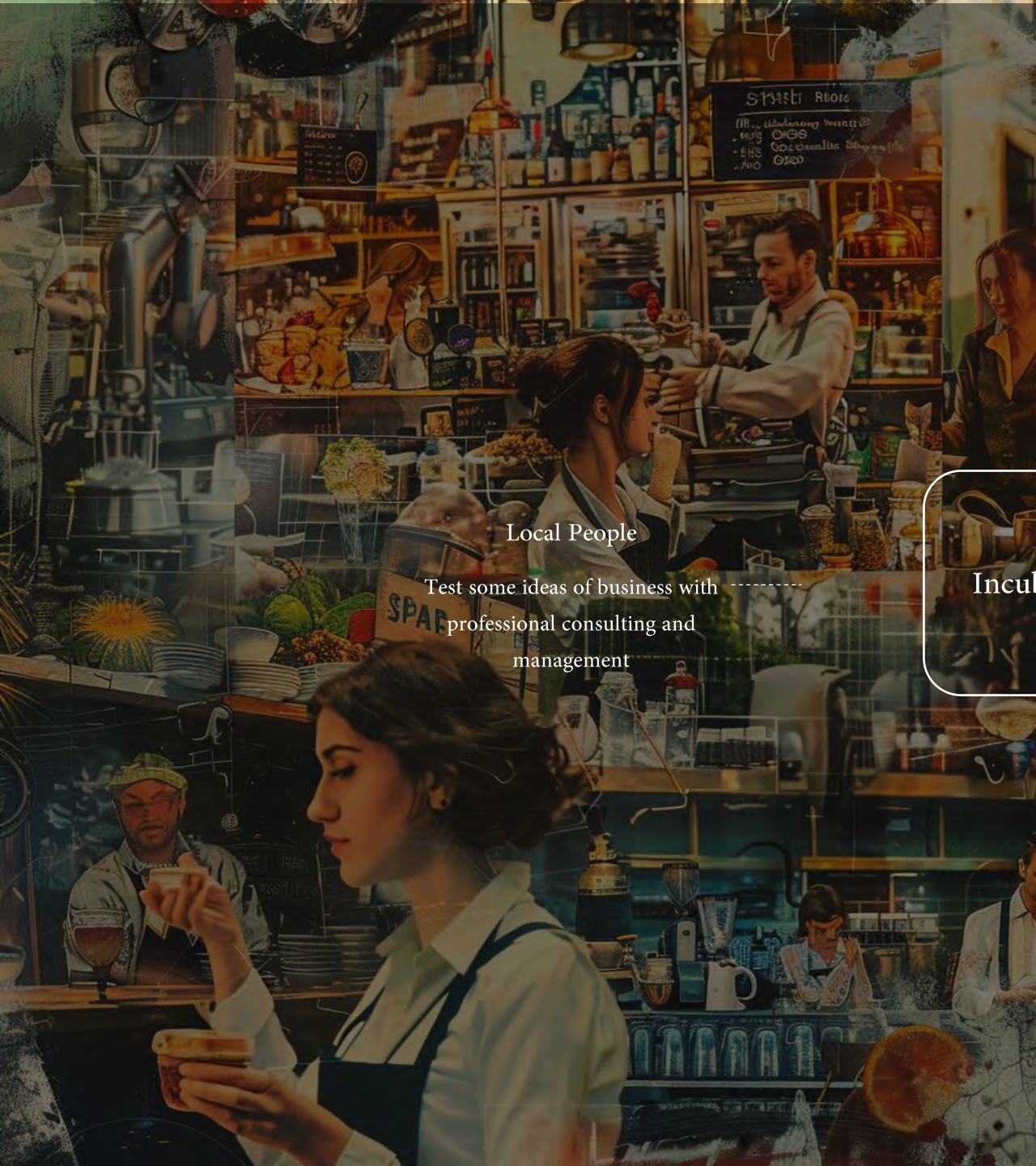




People around the site



maximizing geographical advantages and meeting the needs of both parties

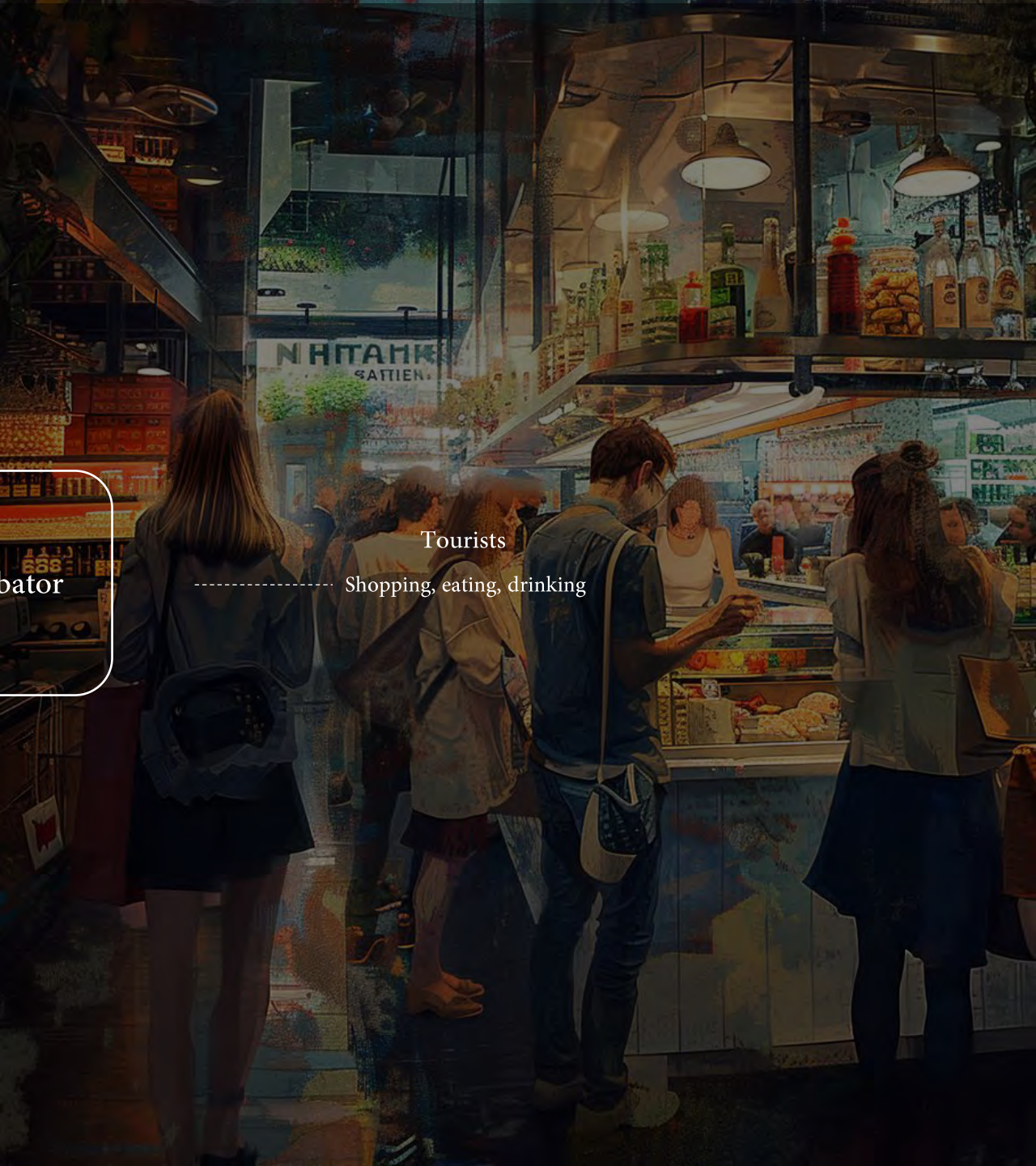


Local People

Test some ideas of business with  
professional consulting and  
management



Incubator



Tourists

Shopping, eating, drinking

## Properties of the Programme

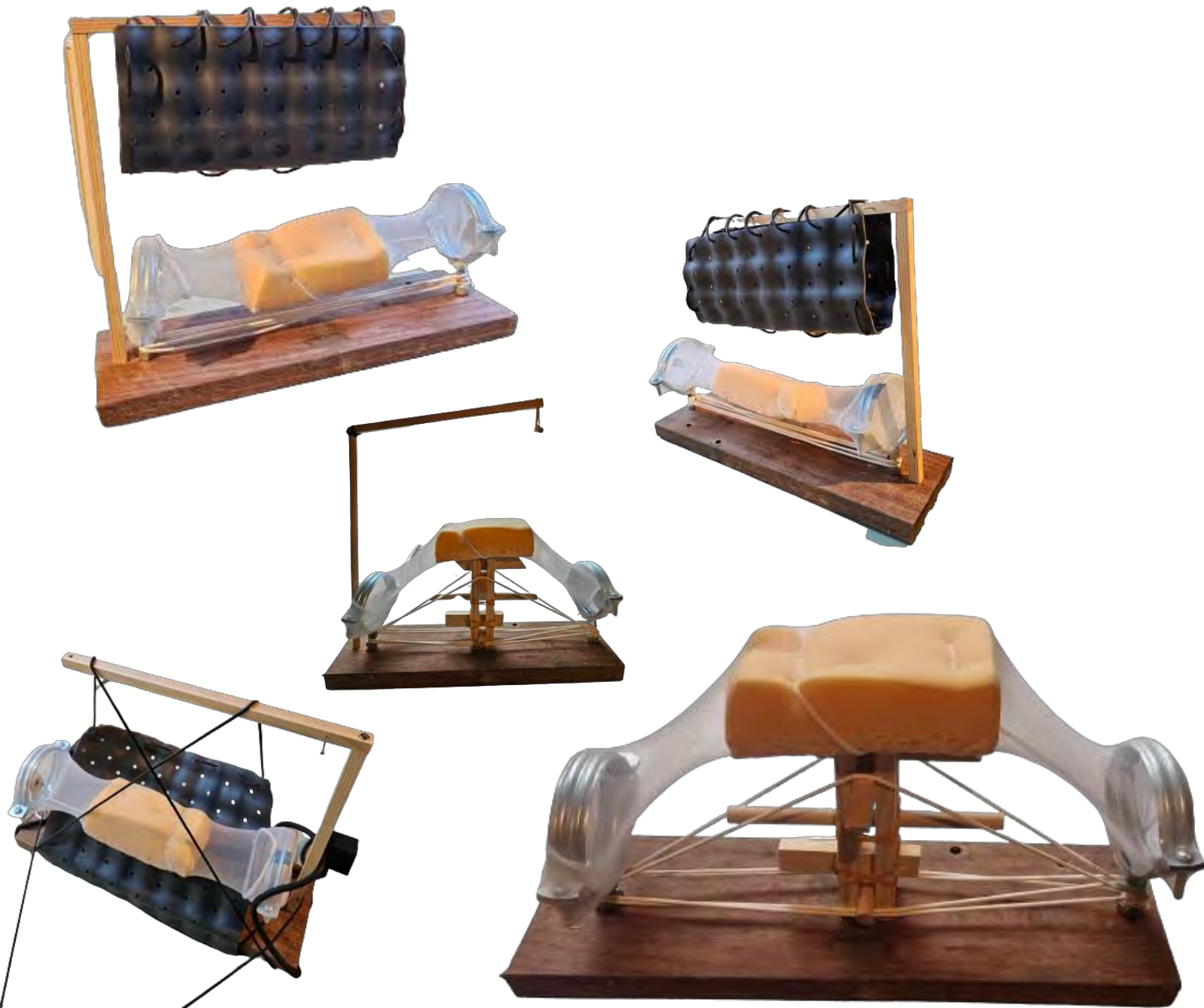
Flexible, Resilient, Buffering



## Material Palette

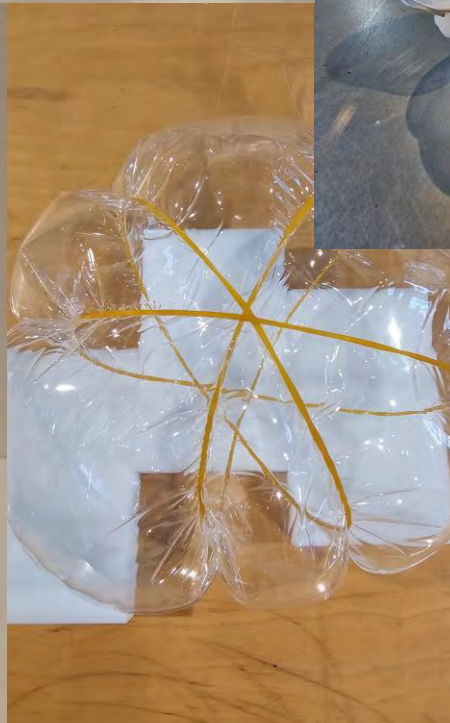
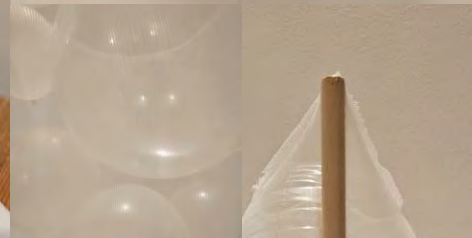
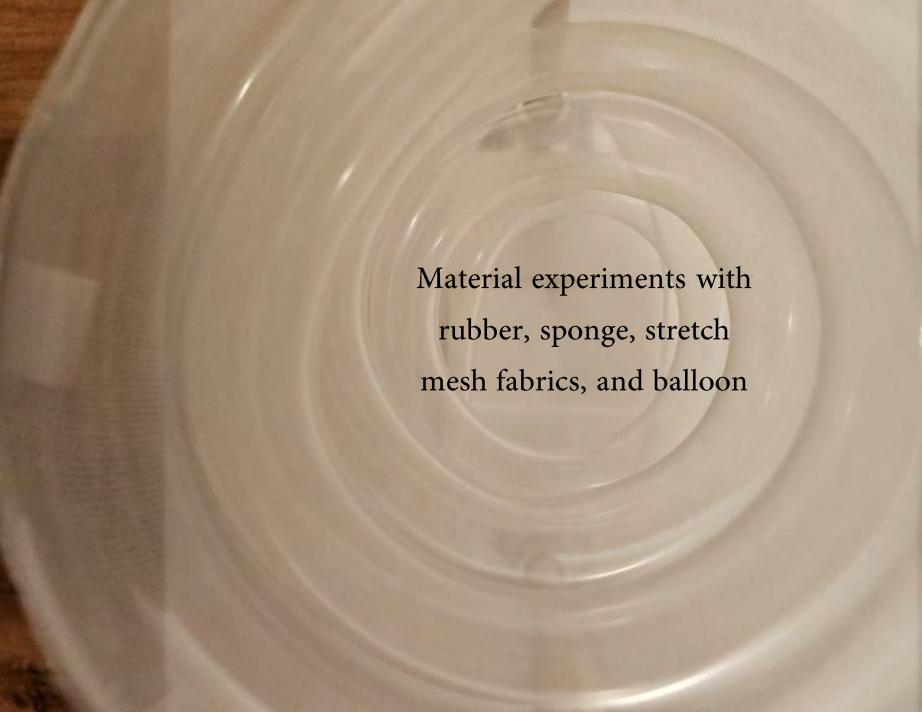
Sponge, Rubber, Latex, Wood, Elastic Fabric, Linoleum

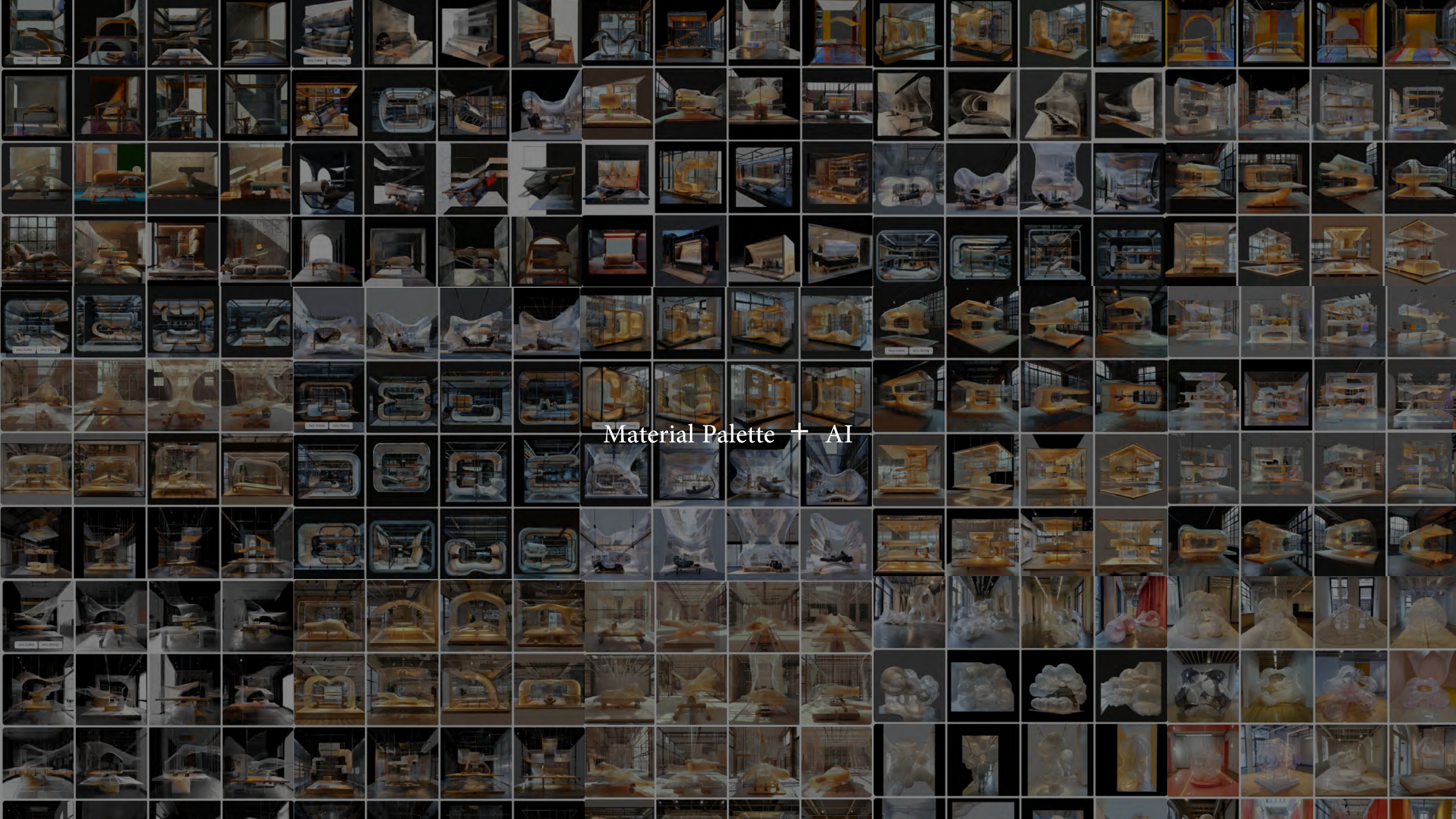




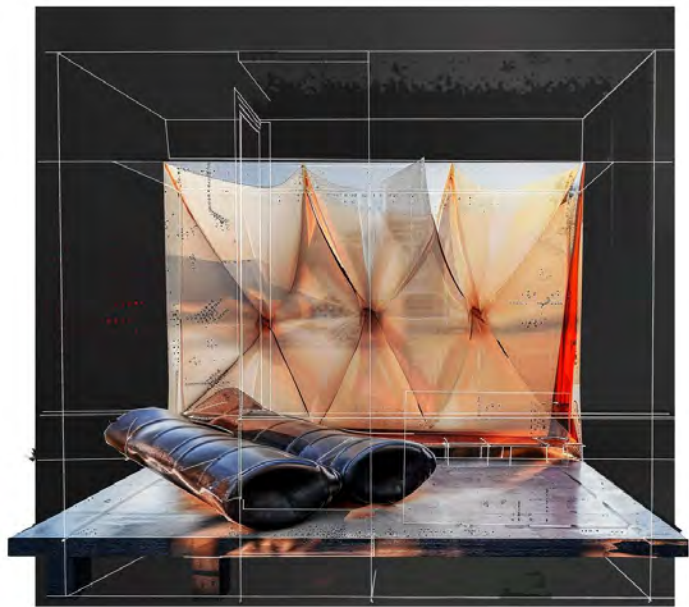
Material experiments with  
rubber, sponge, stretch  
mesh fabrics, and wood

Material experiments with  
rubber, sponge, stretch  
mesh fabrics, and balloon

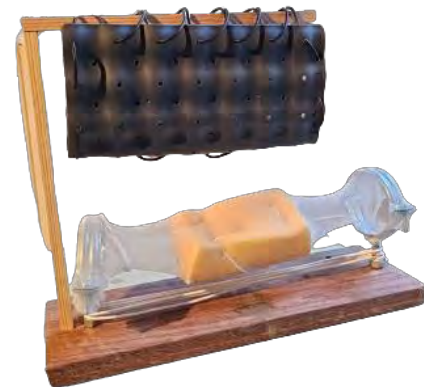


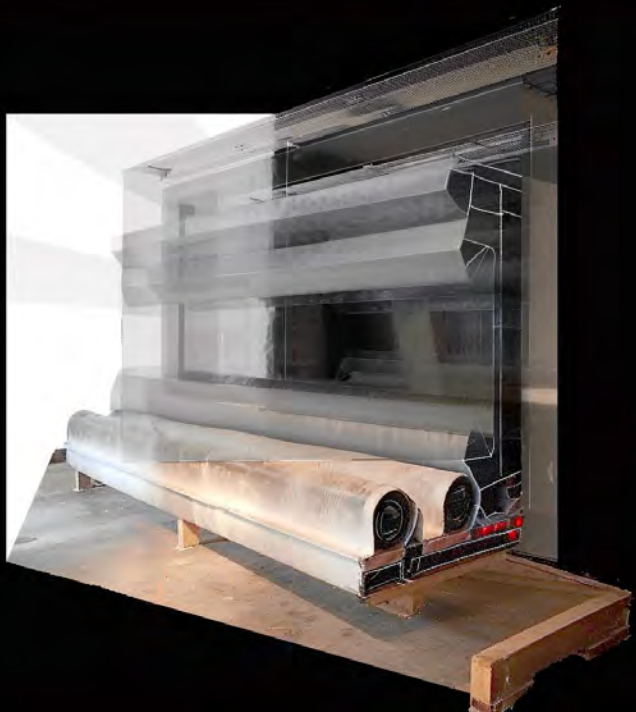
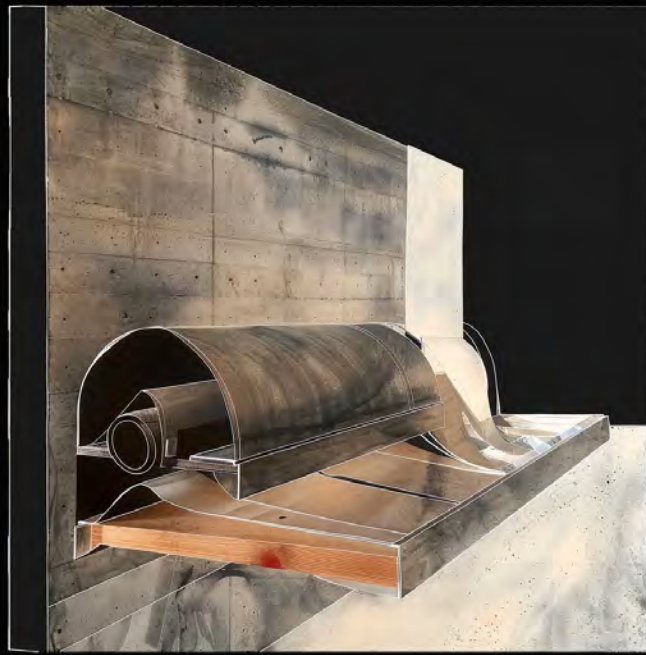
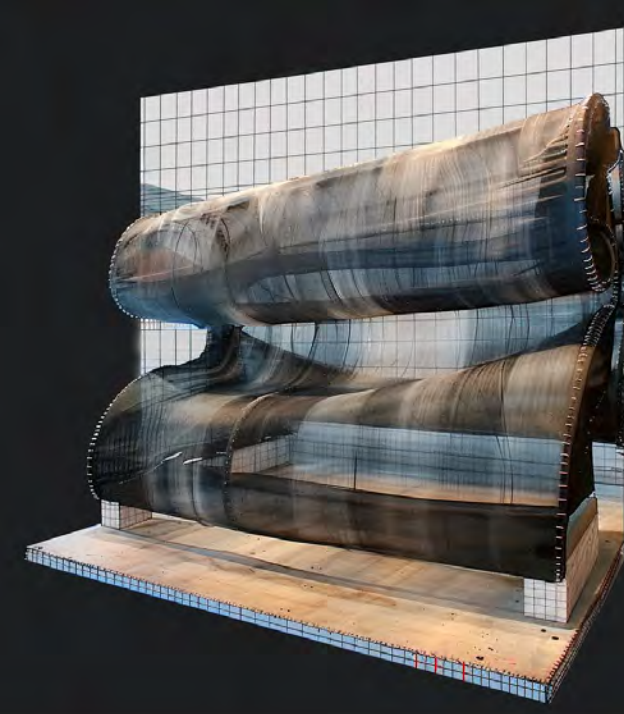


Material Palette + AI

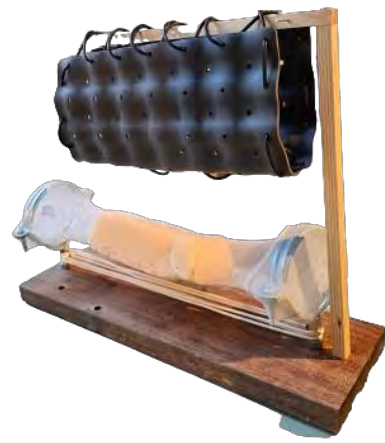


business incubator, pop-up store,  
architecture, building, interior space,  
flexible, resilient, buffering, border,  
boundary, using lines, hyper realism





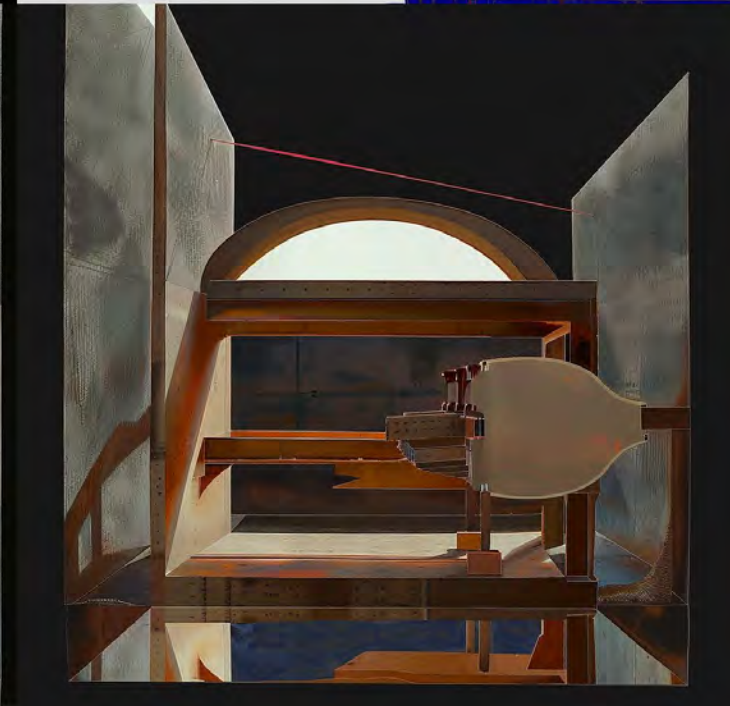
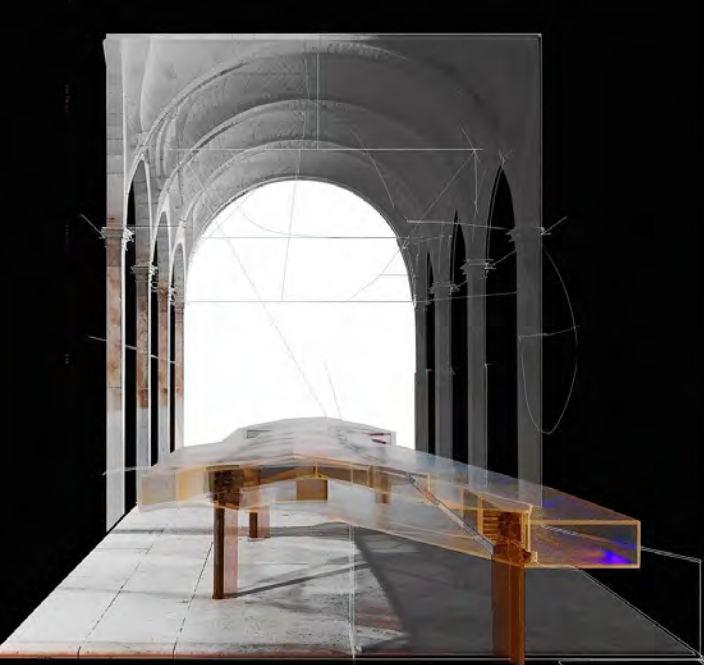
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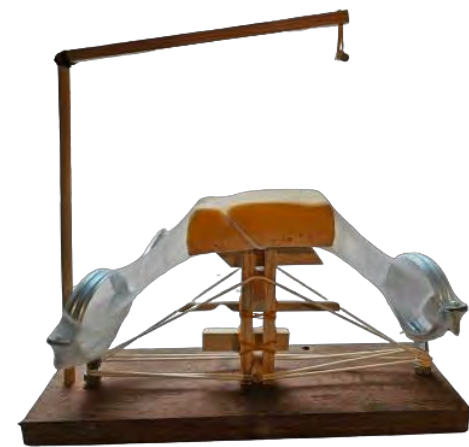


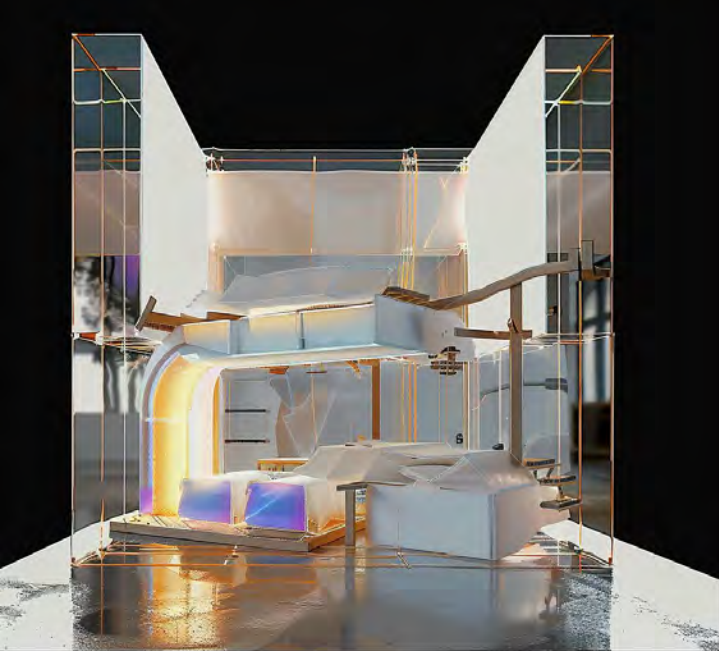
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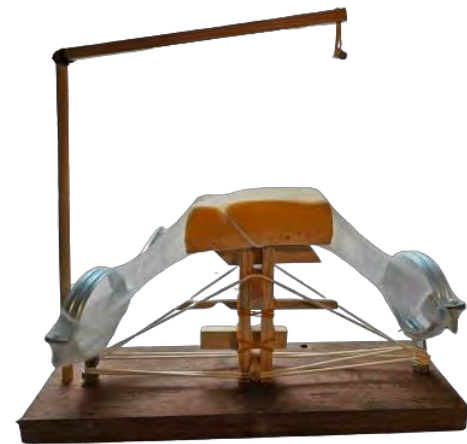


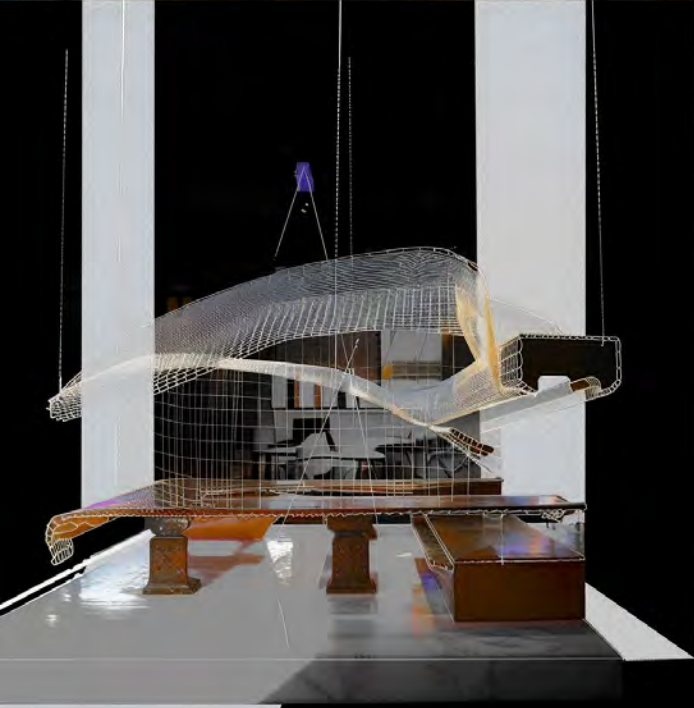
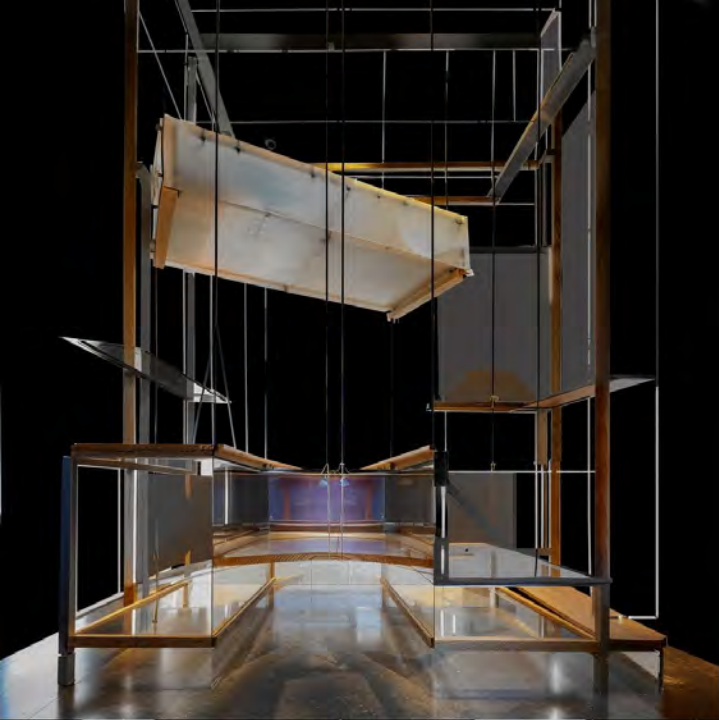
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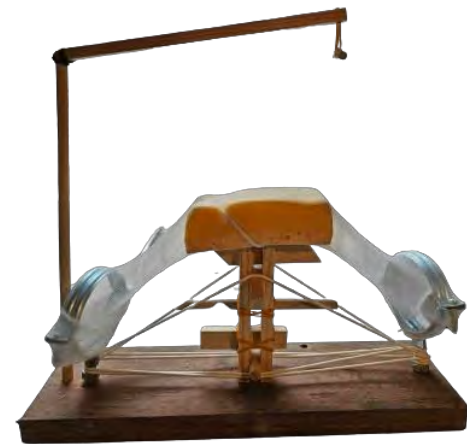


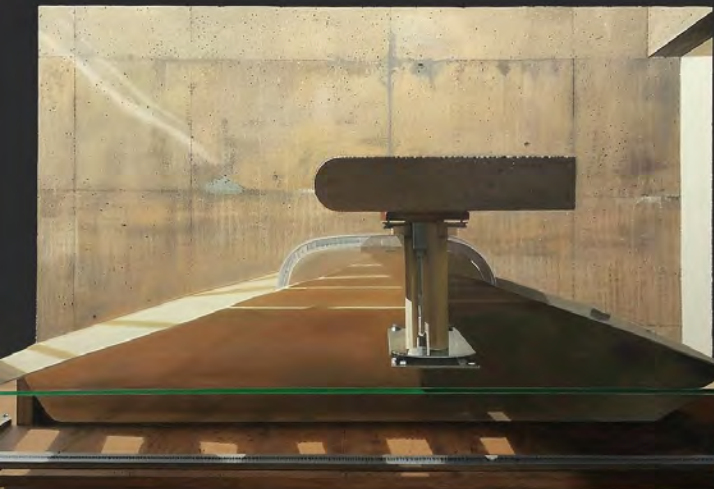
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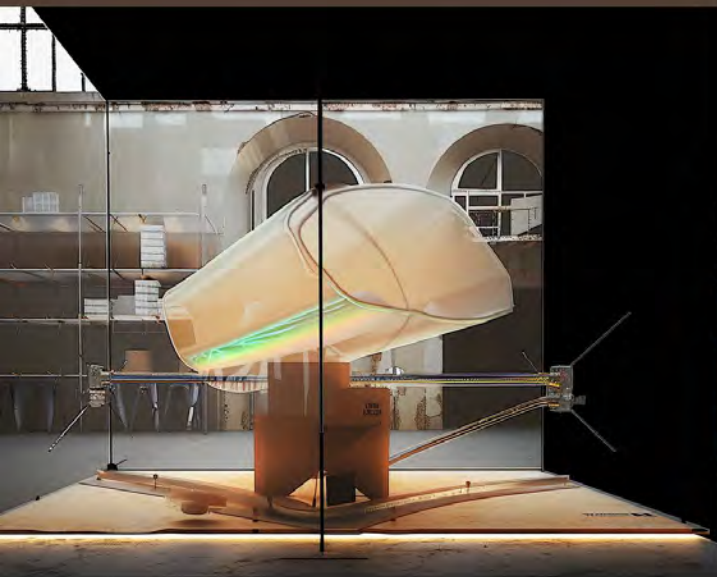
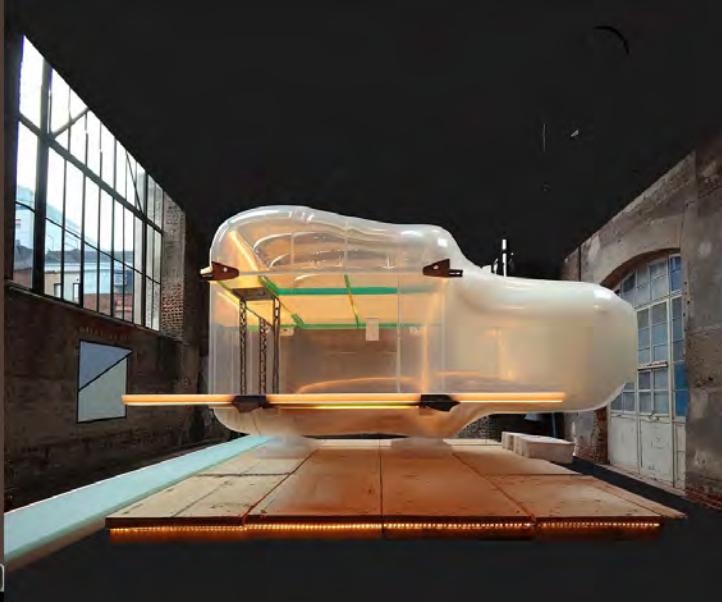
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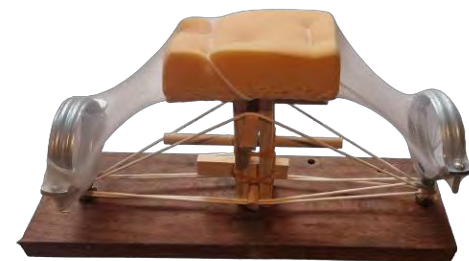


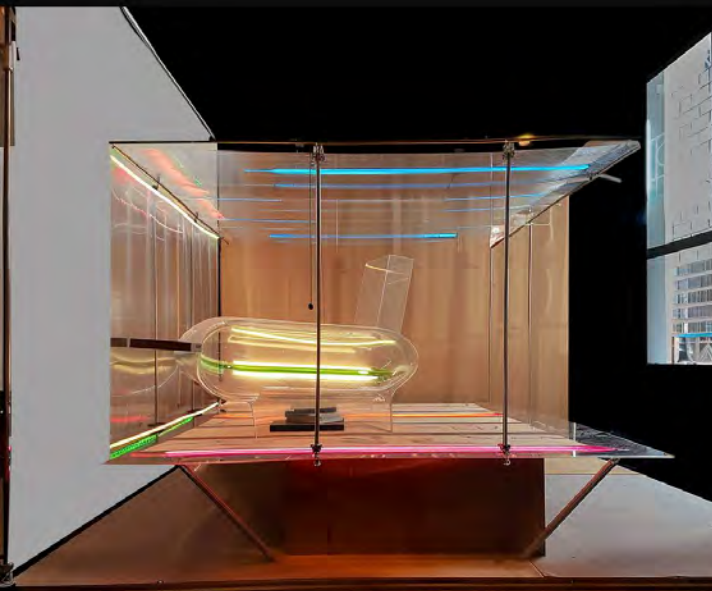
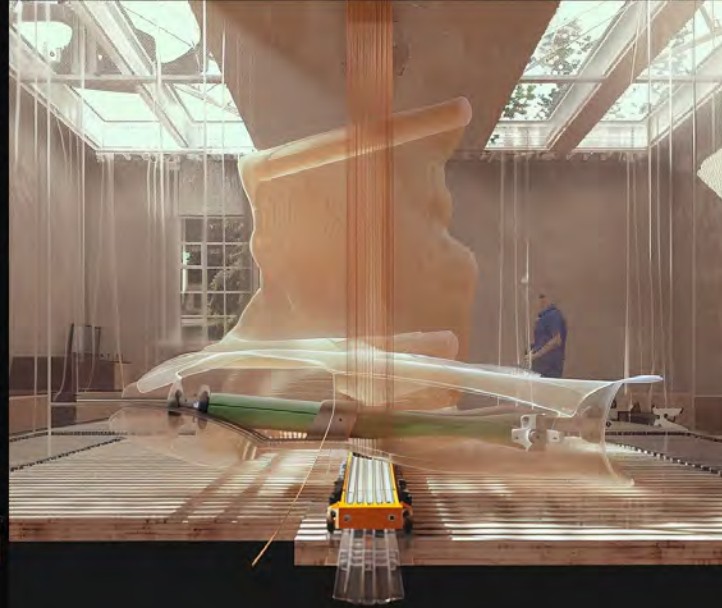
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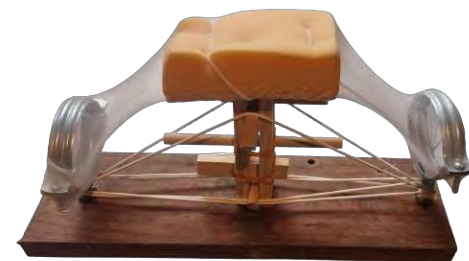


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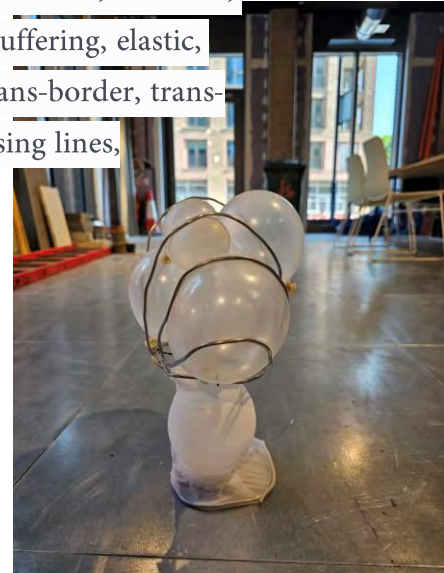


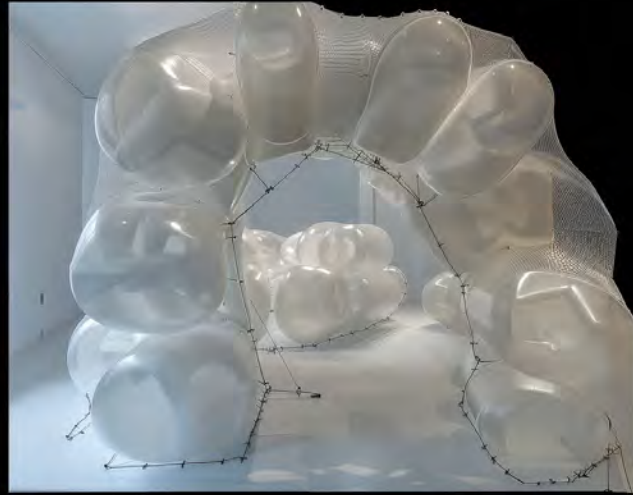
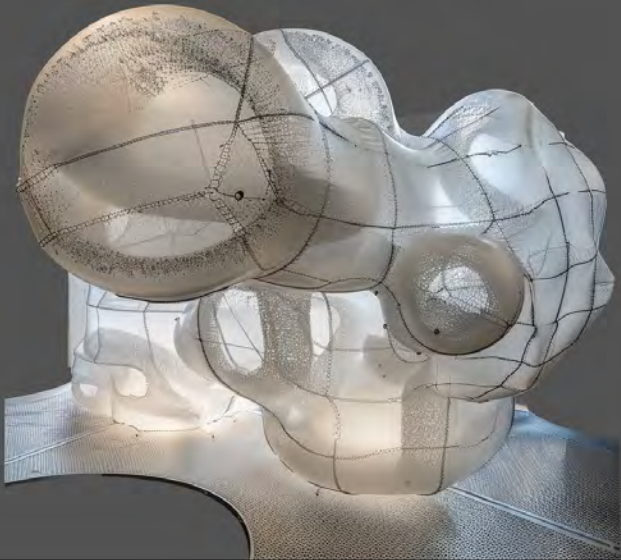
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business incubator, pop-up store,  
showroom, architecture, building,  
interior space, rubber, sponge, latex,  
spandex mesh fabric, balloon, linoleum,  
flexible, resilient, buffering, elastic,  
border, boundary, trans-border, trans-  
boundary, using lines,





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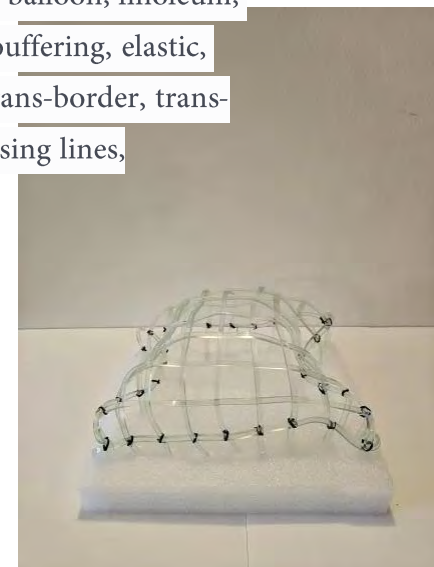


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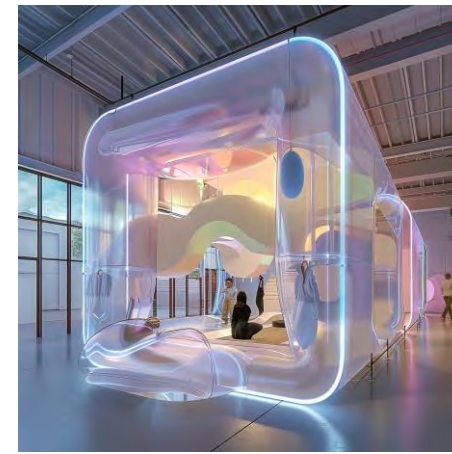
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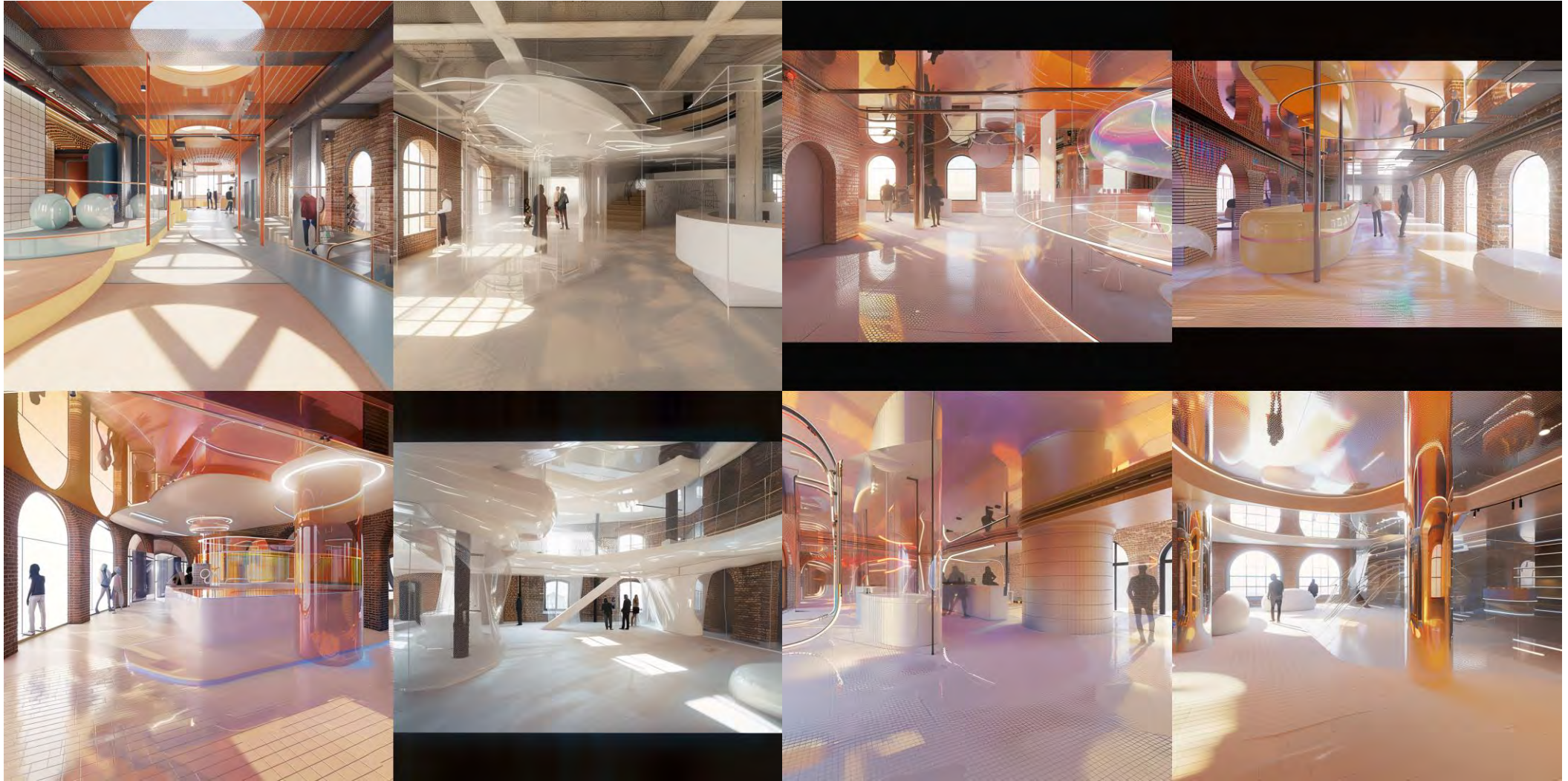
business incubator, pop-up store,  
 showroom, architecture, building,  
 interior space, people shopping inside,  
 rubber, sponge, latex, spandex mesh  
 fabric, balloon, linoleum, flexible,  
 resilient, buffering, elastic, border,  
 boundary, trans-border, trans-boundary,  
 using lines, hyper realism





business incubator, pop-up store, showroom, architecture,  
building, interior space, people shopping inside, rubber, sponge,  
latex, spandex mesh fabric, balloon, linoleum, flexible, resilient,  
buffering, elastic, border, boundary, trans-border, trans-  
boundary, using lines, hyper realism

16 Blossom Street + AI



make a image of business incubator, pop-up store, people shopping inside, showroom, architecture, building, interior space, rubber, sponge, latex, spandex mesh fabric, balloon, linoleum, flexible, resilient, buffering, elastic, border, boundary, trans-border, trans-boundary, using lines, hyper realism

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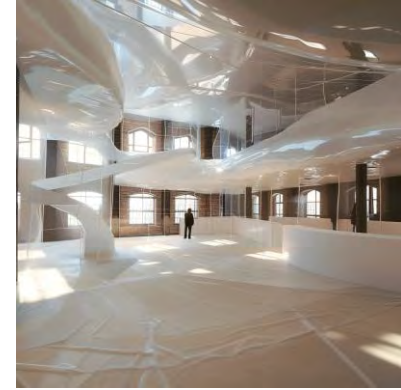
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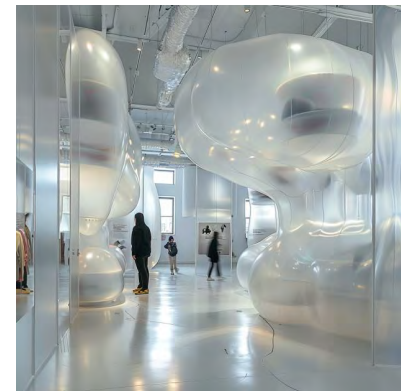




16 Blossom Street + AI



+



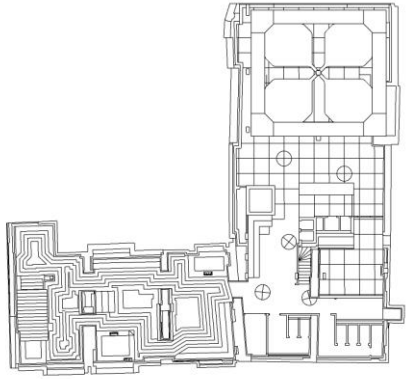
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+

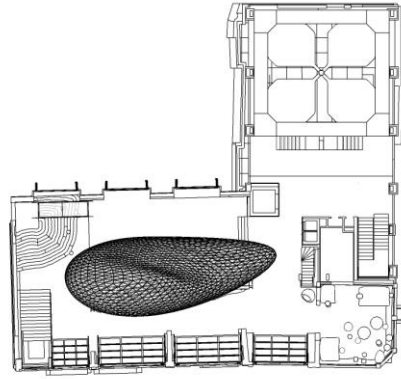


Shopping area



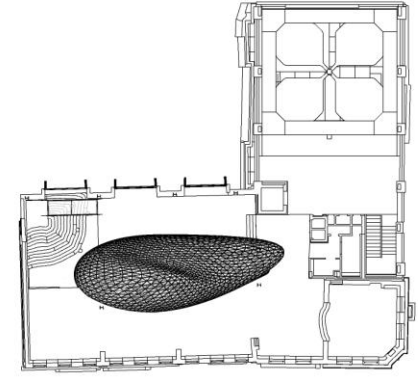
Basement

Pub, Bar, Stores



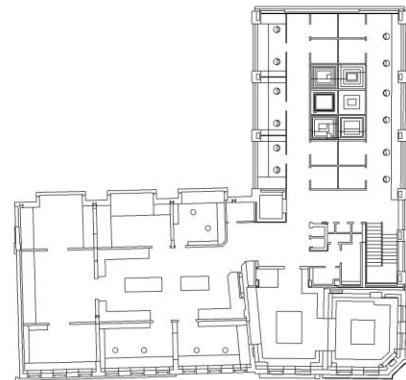
Ground floor

Café, Stores, Food markets



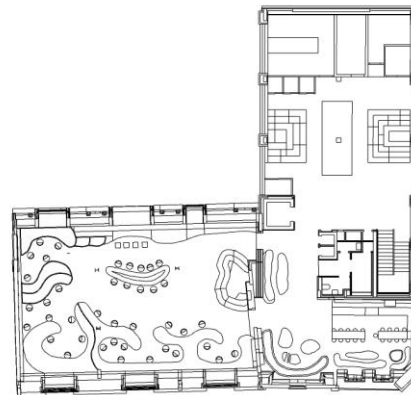
1<sup>st</sup> floor

Stores



2<sup>nd</sup> floor

Workshop



3<sup>rd</sup> floor

Office

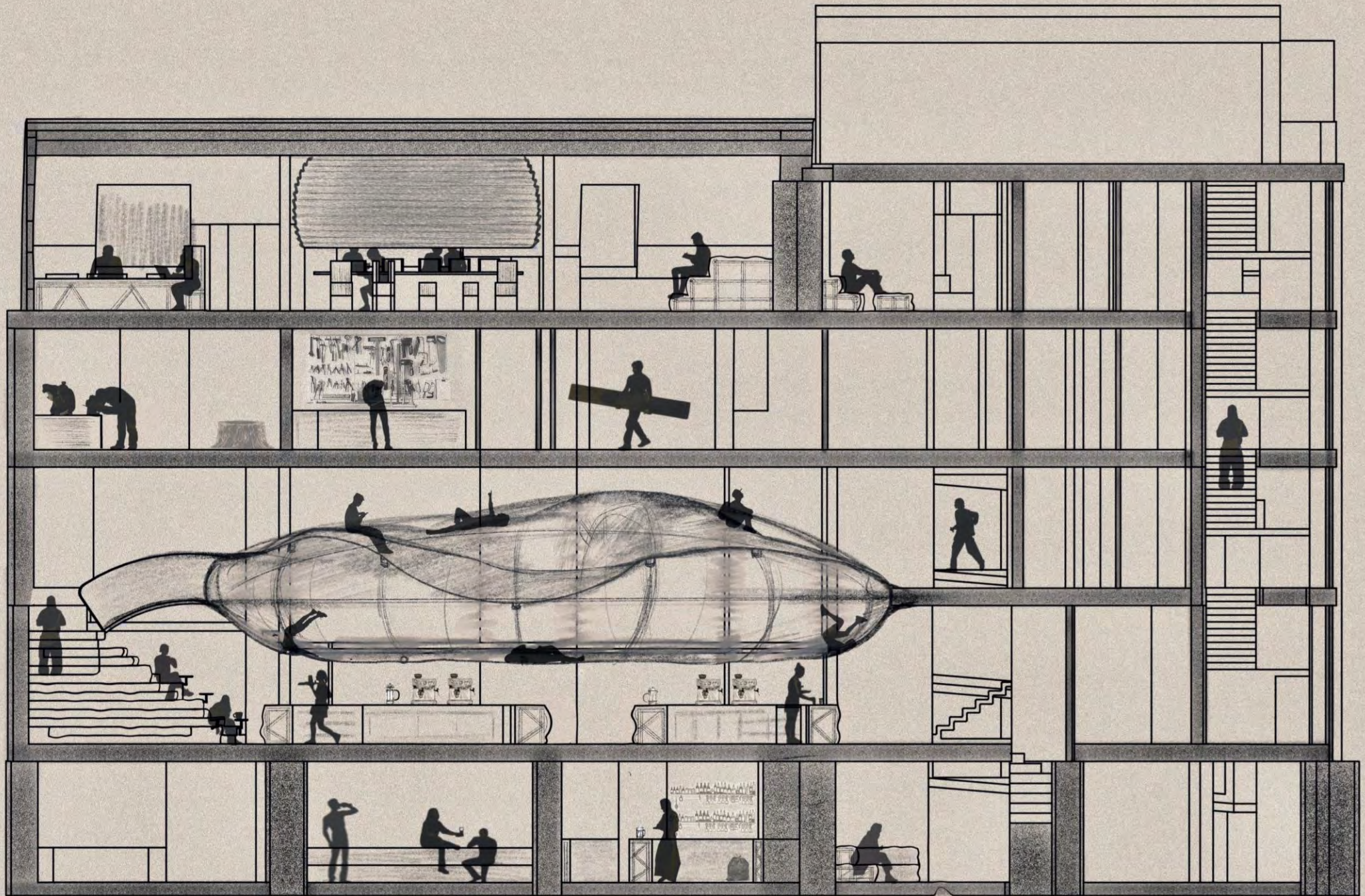
Training area

Staff area



4<sup>th</sup> floor

Management office







## 16 Blossom Street + AI



business incubator, pop-up store, showroom, architecture, building, interior space, people shopping inside, rubber, sponge, latex, spandex mesh fabric, balloon, linoleum, flexible, resilient, buffering, elastic, border, boundary, trans-border, trans-boundary, using lines, hyper realism



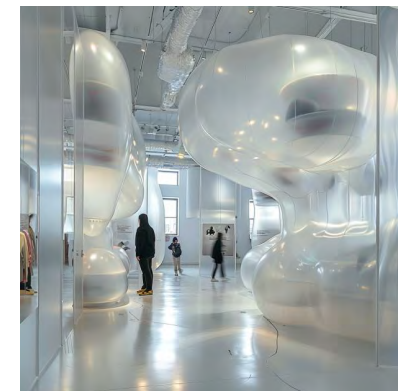
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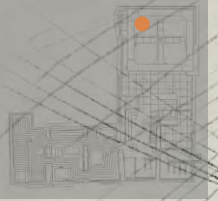


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Ceramics

PLANTS



Thank you.