

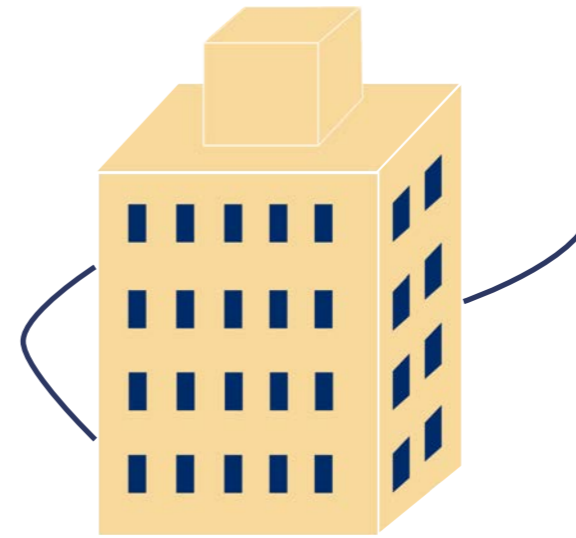


06/2024

Portfolio...

Part 3

Superfutures

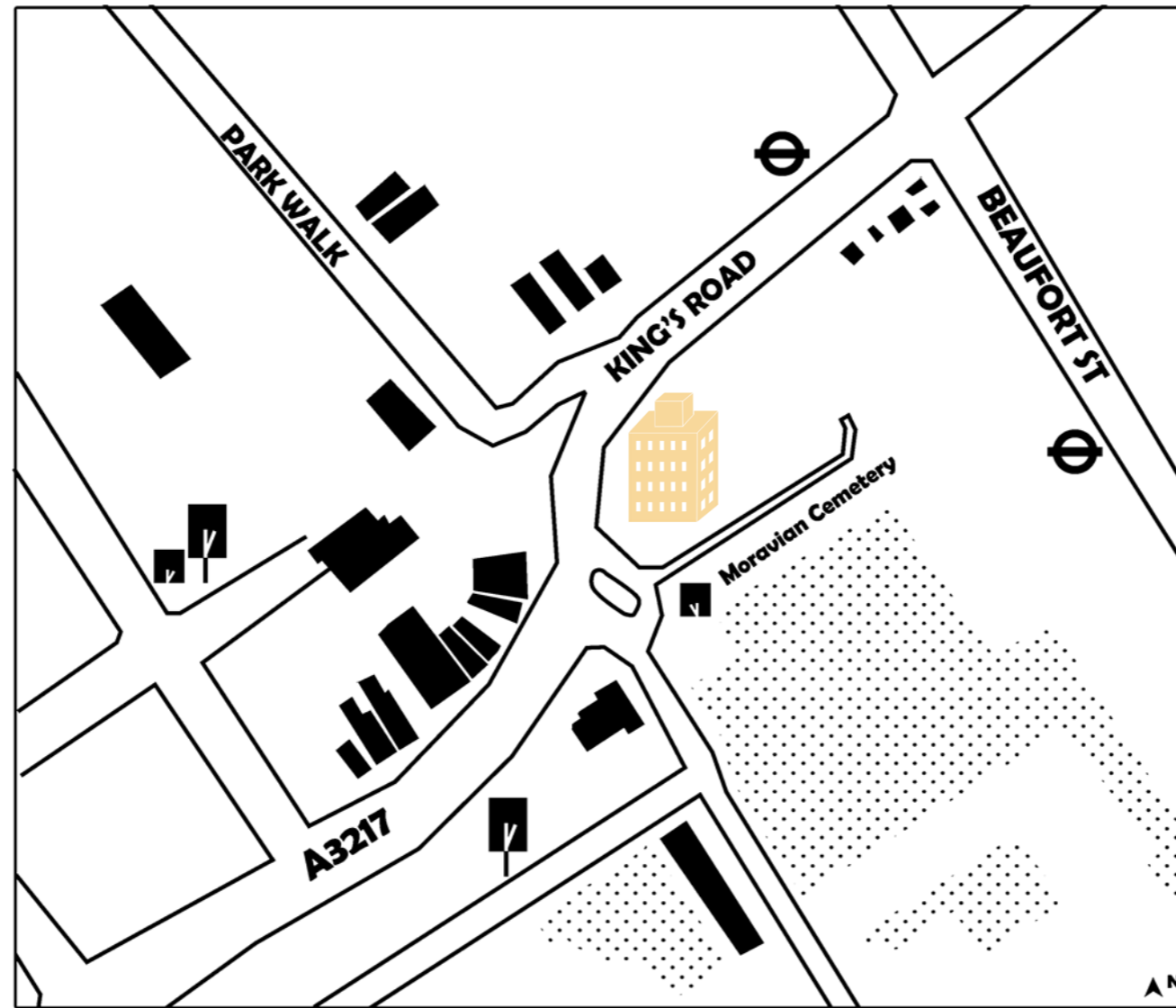


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Apartment Block



Moravian Tower

The Tower took its name from The Moravian Chapel and Burial Ground located directly behind it.

355 King's Road

The building was a Council block of flats for many years until problems with the infrastructure of the building made it uneconomical to repair. It was sold to a property company and now has the far less evocative name 355 King's Road.

<https://3bm.tandemdev.co.uk/3bm/portfolio/355-kings-road/>

First of all, this is an apartment block, called Moravian Corner Flats, located at 355 King's Road, Chelsea, London. It stands out amongst all the old English houses around it. Although it has been renovated through thick and thin, it's still an ordinary, plain and boring apartment block.

One 15-storey block containing 50 dwellings



Architect/Designer	Chamberlin Powell & Bon
Country	UK: England
City	London
Committee approval date:	1967
Construction start date:	1968
Construction completion date:	1971
Significant alterations:	1988



King's Road



K-on has a "Travel Diary", and in this book is their itinerary for London.



"K-On!" is a Japanese manga and anime series about a group of high school girls who join the light music club and form a band.



Their map

Some must-see attractions for us in London...

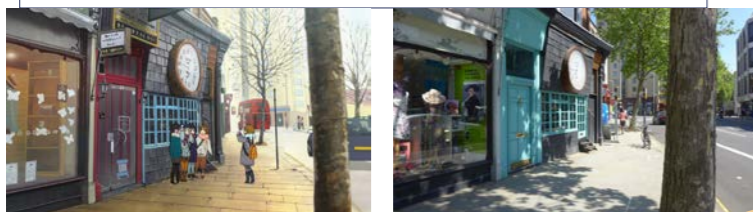
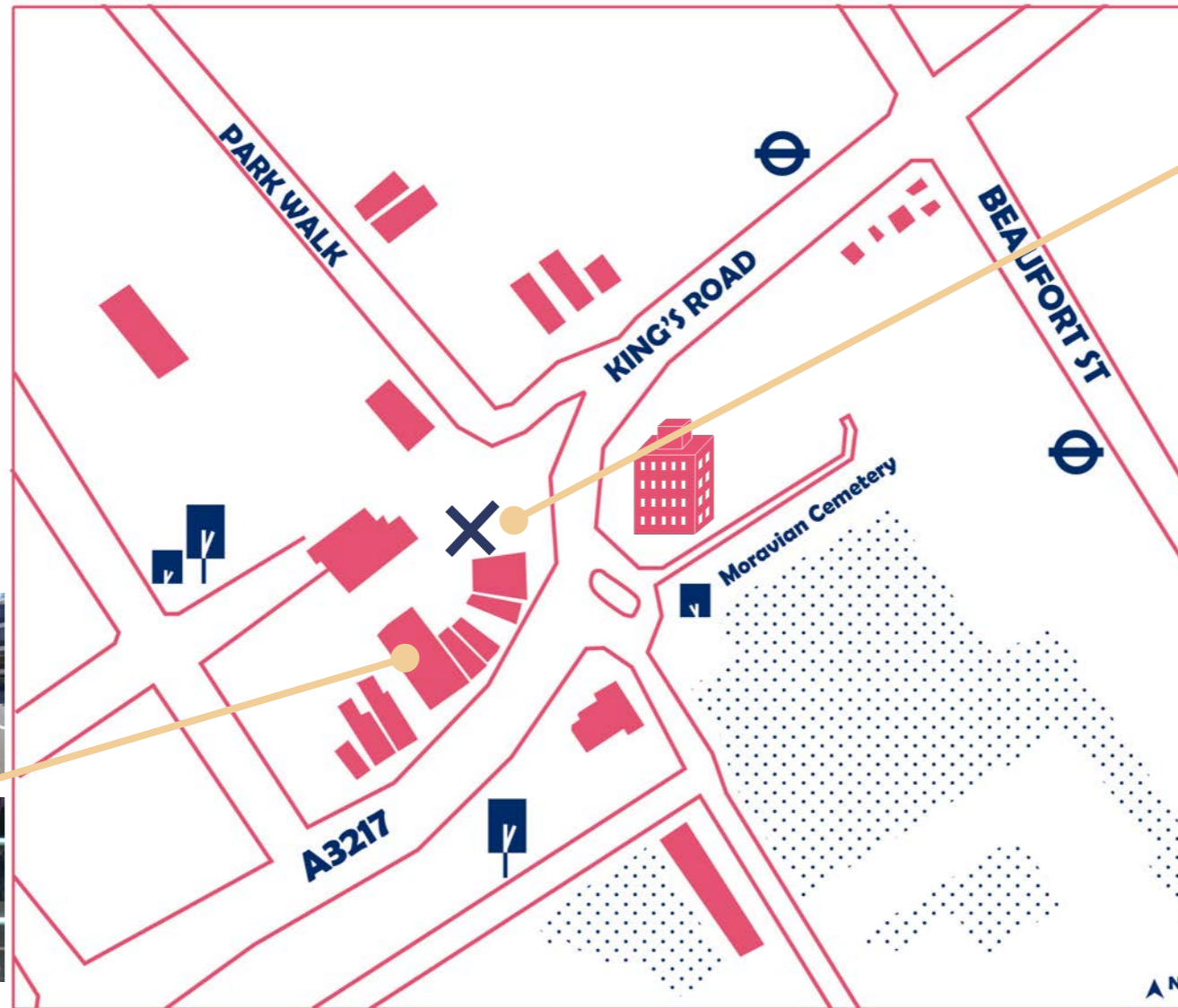
I was so sleepy so we walked from the Vivienne Westwood Worlds End shop to a public bench to rest.



https://www.imdb.com/title/tt1909796/?ref=tt_mv_close

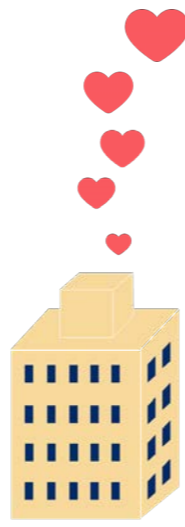
355 King's Road

Because a very famous and good Japanese anime was set here, Kon, an anime about five Japanese high school students who formed a band and on their graduation trip chose London to continue their rock and roll journey. There are a lot of locations here, one of the more unusual is an apartment block where they only stayed for a few minutes but became a tourist attraction for fans of this anime to follow. As you can see this picture's reality and the anime's scene are the same, benches, bald trees, windows.





Explain what the words anime and pilgrimage mean, and what they both add up to.



→ Anime + Pilgrimage

Anime is Japanese animation known for its colorful artwork and vibrant characters dating back to the 1960s.

Art Style: Unique drawing style, expressive characters, rich colors.
 Genres: Sci-fi, fantasy, daily life, etc.

"Tsuki Ga Kirei," "Naruto," "One Piece"

A journey to a sacred place for religious or spiritual reasons.
 Practiced in various religions for centuries.

Purpose: Spiritual growth, penance, fulfillment of vows.
 Practices: Long-distance walking, rituals, prayer.

"Hajj," "Santiago," "Kumbh Mela"



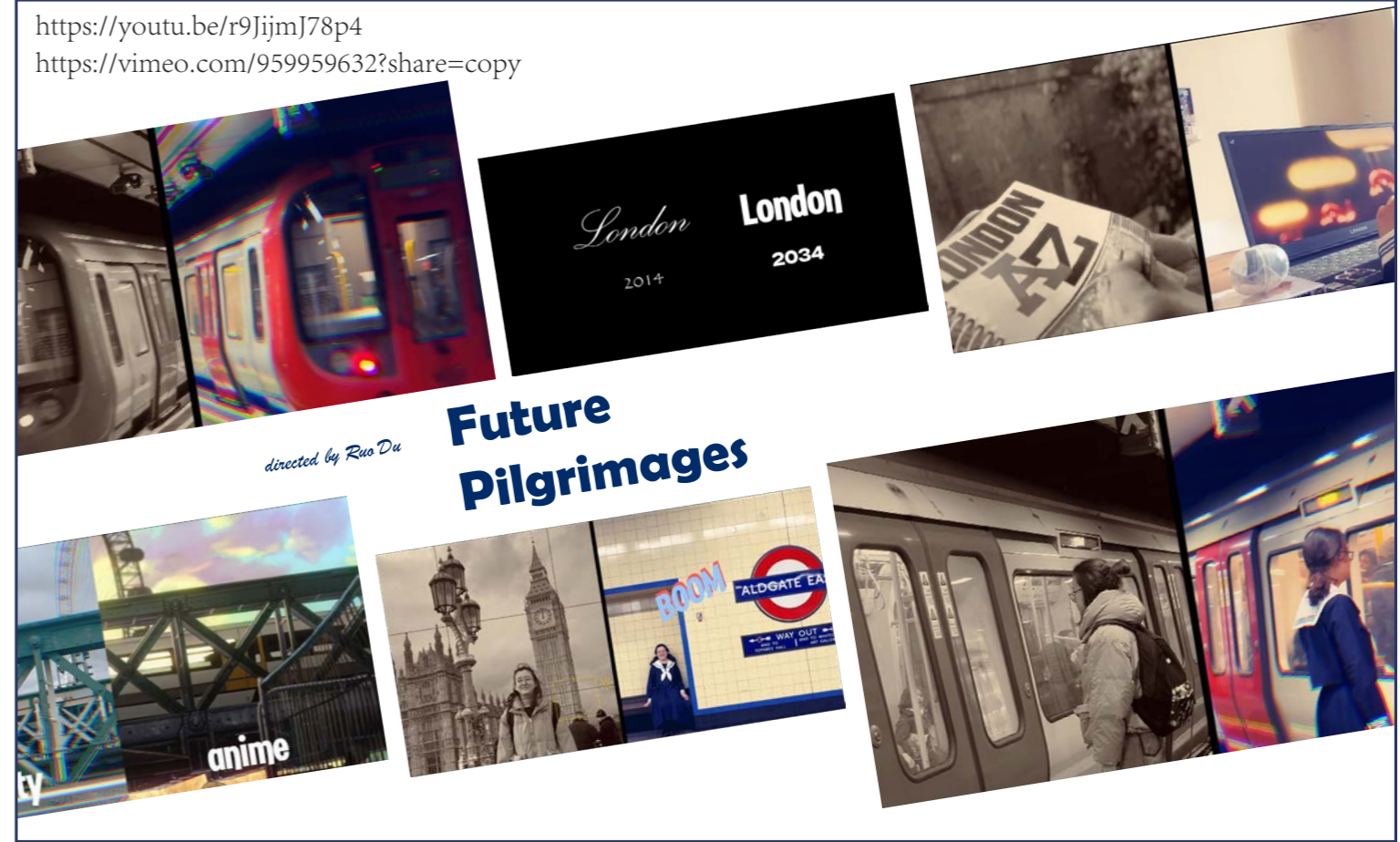
https://fooddiversity.today/en/article_142031.html <https://www.mafengwo.cn/gonglve/ziyouxing/19467.html>

= Anime Pilgrimage

1. Emotional Connection and Nostalgia:
 - Fans visit anime locations to relive cherished moments and strengthen their bond with beloved characters and stories.
2. Sense of Community and Belonging:
 - Pilgrimages provide opportunities to meet like-minded individuals, fostering a sense of community and shared experiences.
3. Escapism and Adventure:
 - Offers an escape from reality and a chance to experience the fantasy worlds seen in anime, while also exploring new and exciting locations.

Anime Pilgrimage

<https://youtu.be/r9JijmJ78p4>
<https://vimeo.com/959959632?share=copy>



Future Pilgrimages

Try me!
 Try me!
 Try me!

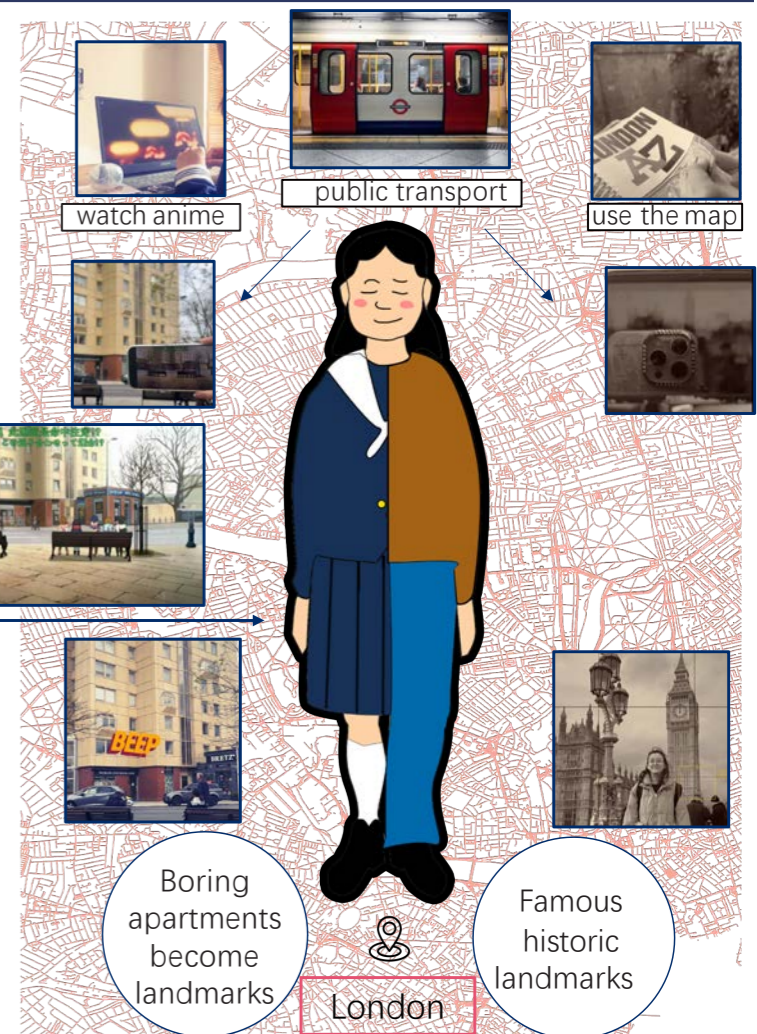


Prop

Different clothes, different feelings.



Your delivery has arrived.



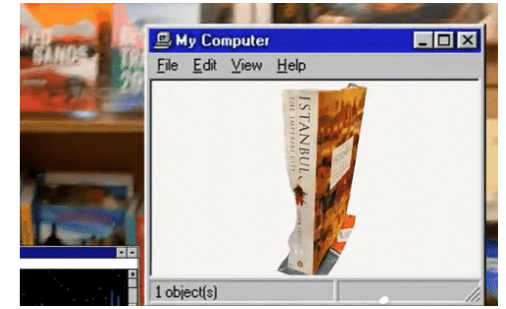
Back to Nottingham

Set-jetting

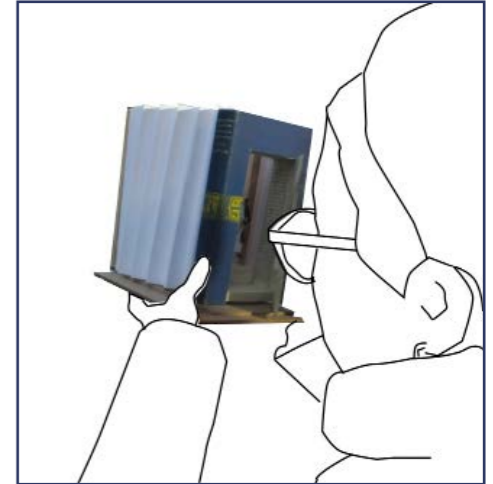
People will visit the Notting Hill Bookshop and the Blue Door for the Notting Hill film, an act much like anime pilgrimage, both of which join the space of storytelling through a work on screen.



This was the beginning of my project, architectural space has a deep relationship with human emotions and memories, so a Eurotunnel scene is an important presence for some people.



This book is one that opens up the passage between reality and the virtual world, so it needs a physical thing to connect to.



Take some elements from a realistic scene and make it into a physical thing.

Timeline

1960



Migrants from Ireland and the Caribbean

Notting Hill was a deprived neighbourhood, inhabited by a large number of low-income families and immigrants, particularly from Ireland and the Caribbean.

1980



Notting Hill Carnival

Notting Hill attracted a large number of artists, musicians and bohemian culture enthusiasts who made their home here and created a neighbourhood atmosphere full of creativity and counter-culture.

1990



The release of the film Notting Hill further raised the area's international profile, attracting a large number of tourists and home buyers to the area and driving up house prices even further.

House prices in Notting Hill began to rise. Formerly cheap housing was refurbished and converted, attracting more middle class and affluent people.

1999



"Notting Hill film"



2000



Portobello Market

Notting Hill's business districts and markets (such as Portobello Market) have become more prosperous with the opening of many upmarket restaurants, cafes, fashion boutiques and galleries.

Now



Many celebrities live here, as well as many newly rich and foreign investors.

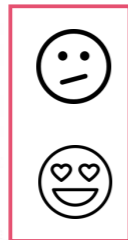
Loss of Aboriginal people and changes in community structure

Increased world visibility and house prices

"The" Special buildings



Emotional links in space



[https://commons.wikimedia.org/wiki/File:Trellick_Tower_front_view_\(colour_brightness_adjust\).jpg](https://commons.wikimedia.org/wiki/File:Trellick_Tower_front_view_(colour_brightness_adjust).jpg)

Architects

<https://www.westendplymouth.co.uk/shops/paddy-power/>

Gamblers



I'm special to some certain people !

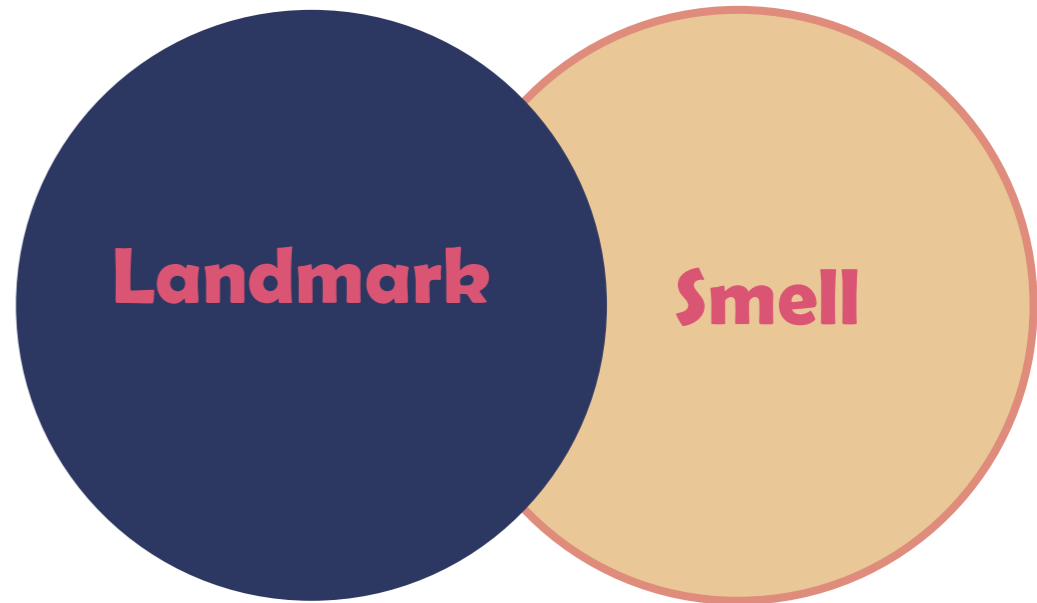
Just like the trellick tower is meaningful to architecture students, paddy power is an important place for gamblers for others maybe never in their lives will they walk in. so..... interested or not interested. For some specific groups of people, this apartment block is important and interesting and worthy of being a tourist attraction.

How to evoke common memory through physical objects or space in anime?

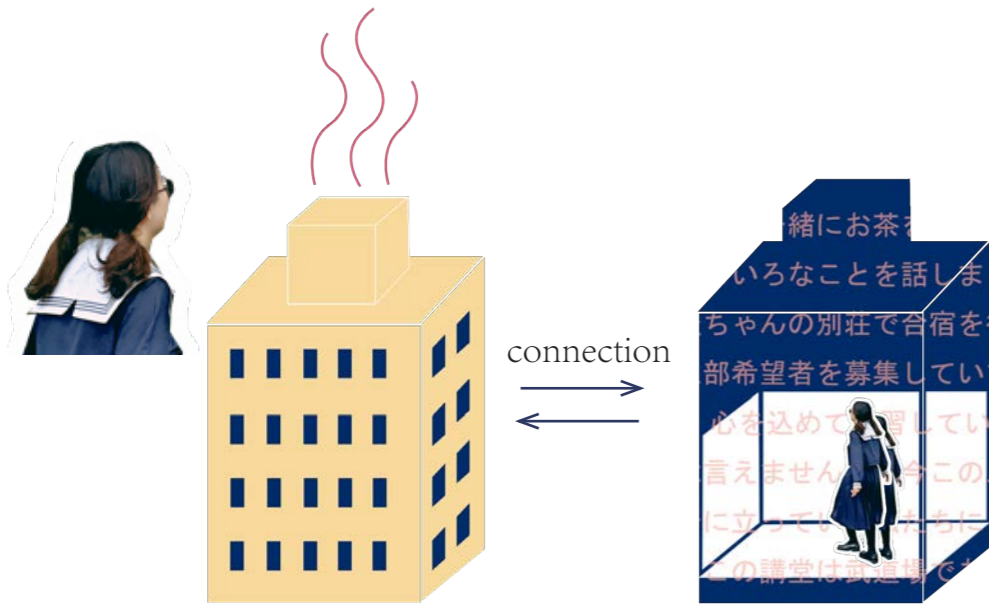
Consumer Behavior:
 Merchandise and Souvenirs: Fans buy memorabilia related to their favorite anime.
 Support for Creators: Feels like supporting the anime industry and creators.



<https://www.imdb.com/title/tt1909796/>



1. Smell & Space



Nose Receptors

↓
Olfactory Bulb

Olfactory Cortex
Amygdala
Hippocampus

MEMORY

text, images, stories,
emotions...








<https://www.istockphoto.com/> <https://thecorner.eu/news-spain/inditex-reopens-flagship-zara-home-in-madrid-to-focus-on-> https://www.thepaper.cn/newsDetail_forward_1401951

Customers Enhance the experience and influence the behavior

People Specific smell can evoke memories of a particular space



It has a smell.



It doesn't smell.



No specific smell or it is a collection of mixed smell.

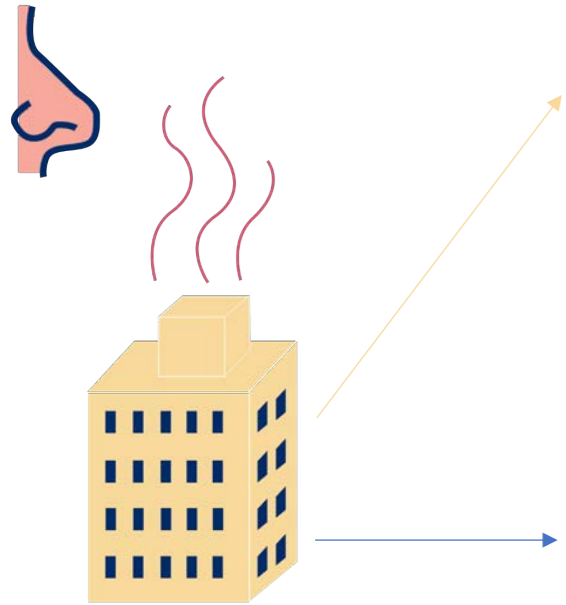
If you turn them all into perfume,

Feelings

Smell:
The property of substances that activates the sense of smell; the sensation experienced when a substance's odor is detected. (Pleasant or unpleasant)

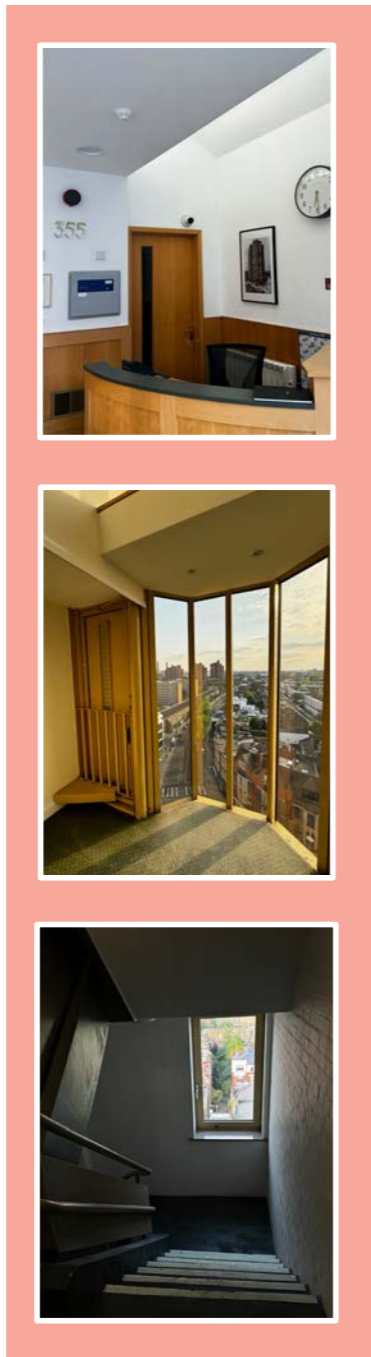
Scent:
A distinctive smell, which can be natural or artificial. It often implies a subtle or lingering pleasant smell.

Perfume:
Essential oils and aromatic compounds, used to give a pleasant smell to one's body or clothes.



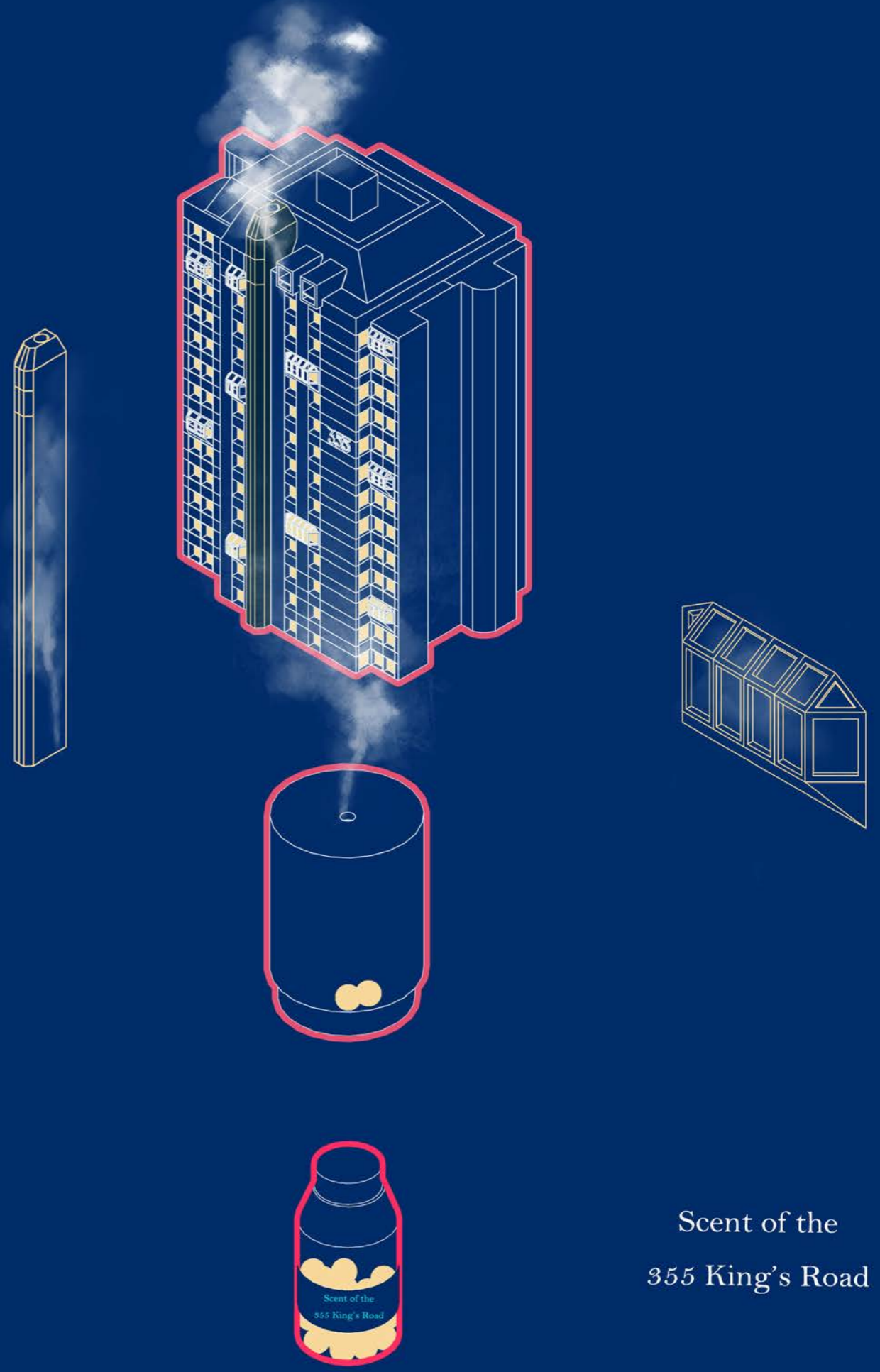
Smell

- ① Carpet Cleaner /Air Purifier
- ② Rubber
- ③ Rotten wood
- ④ Paint
- ⑤ Dust
- ⑥ Concrete



Why change the color of its shell?

To create a fantasy narrative space, the shell needed to be more like an effect coming out of two dimensions, a little more like anime.



Scent of the
355 King's Road



Abstract
Memory
Line (in drawing, painting)
Anime-like

2.Landmark

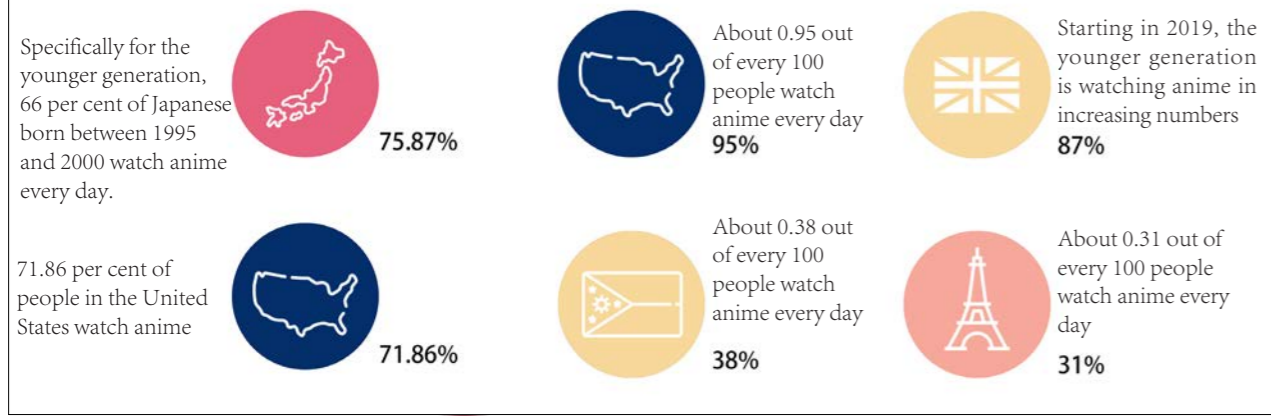
I want to take it home!

makes

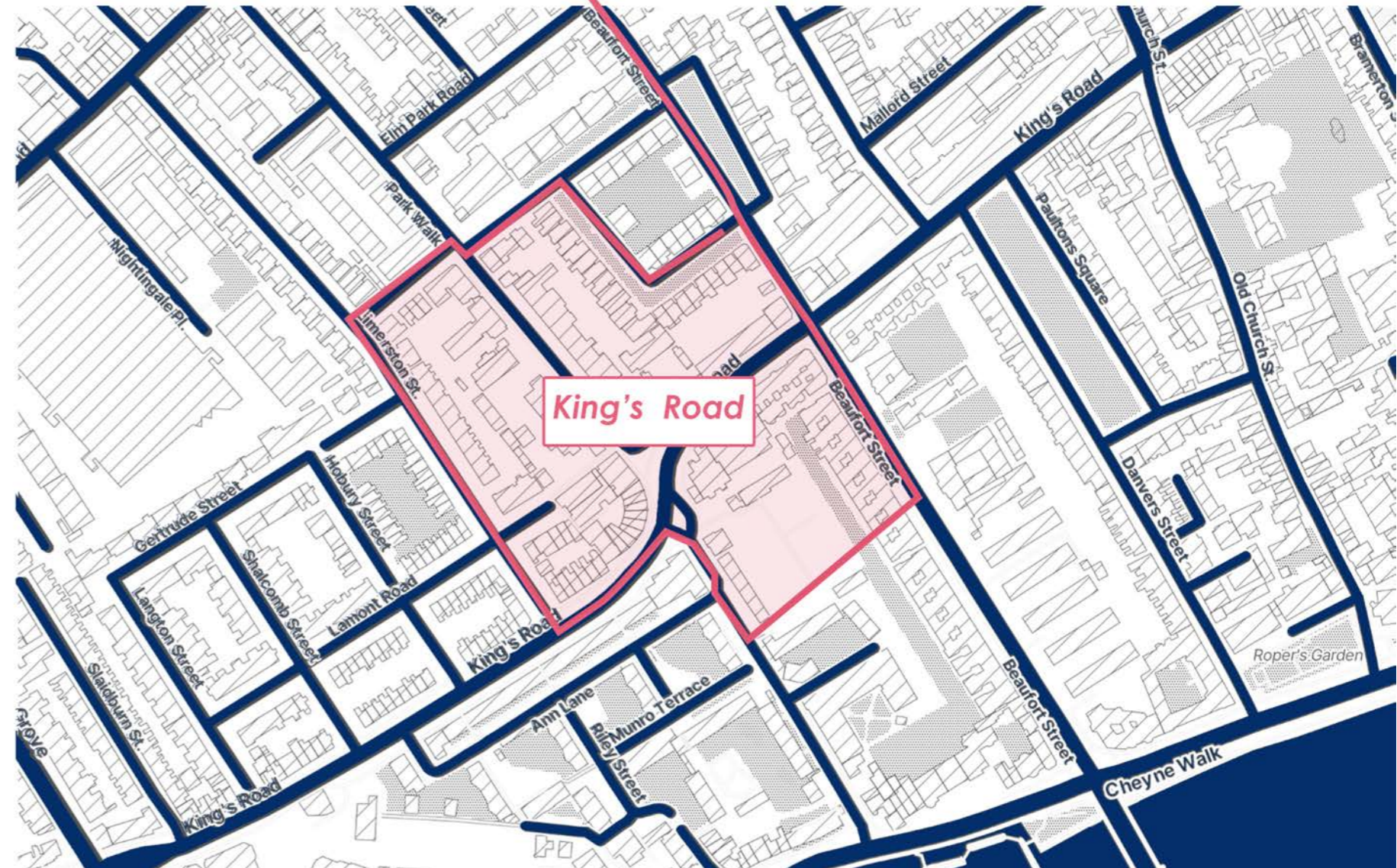
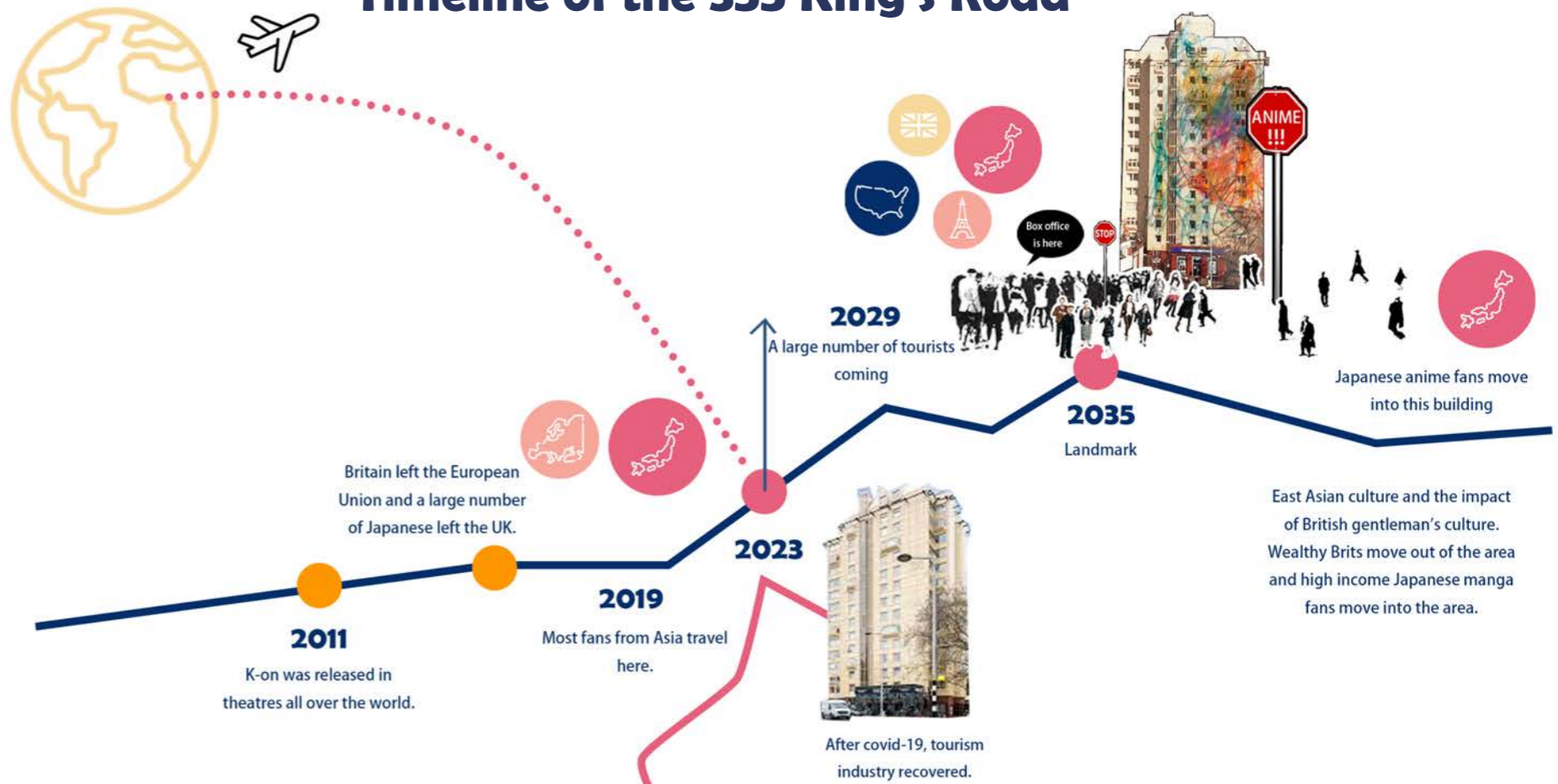
Souvenir Shop



Data of the anime fans from the world



Timeline of the 355 King's Road



When it becomes a landmark?

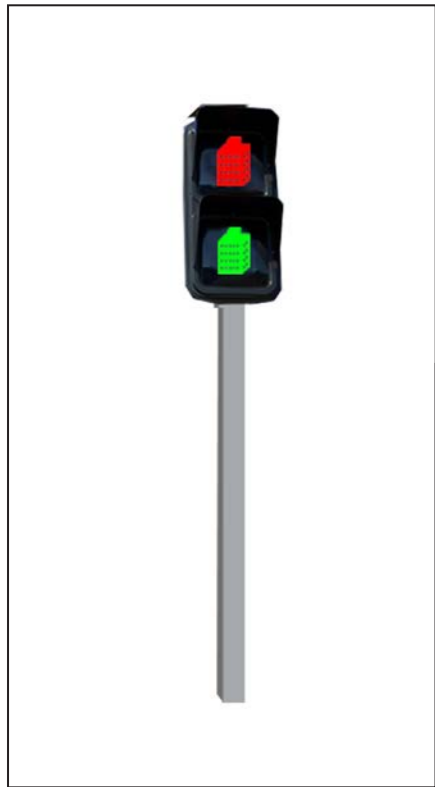
2014



2034

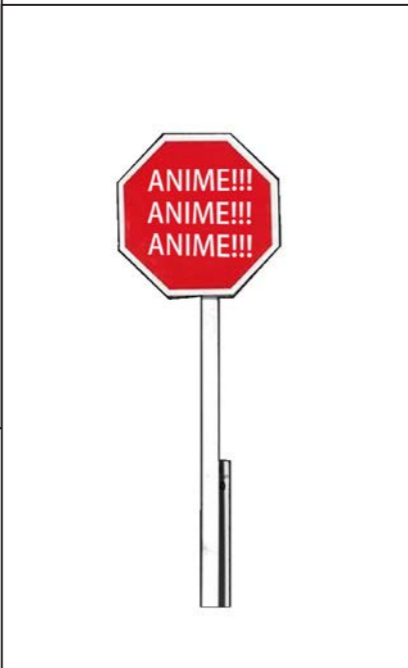


Some art activists did graffiti to show their love for this building.



Traffic lights

Stop sign



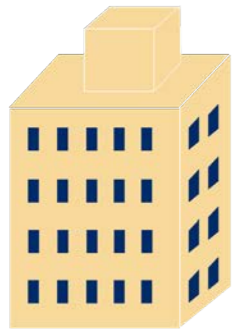
The Collision of East Asian and European Cultures.

Street cat ? It wasn't very common before.



Souvenir Shop

355



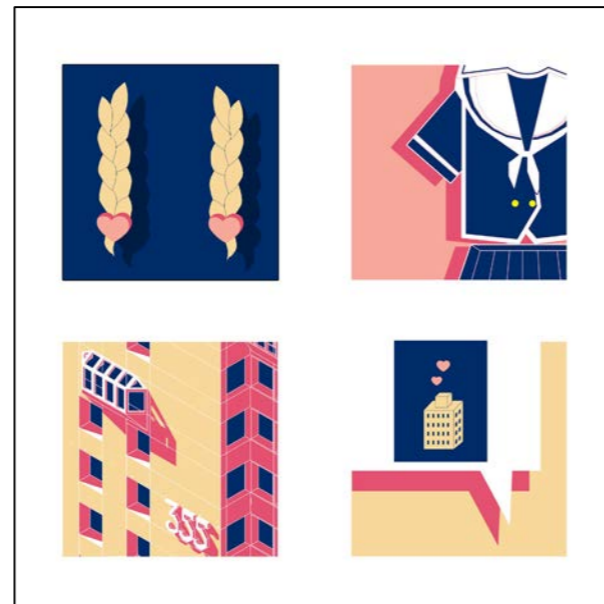
Logo



Keychain



T-shirt

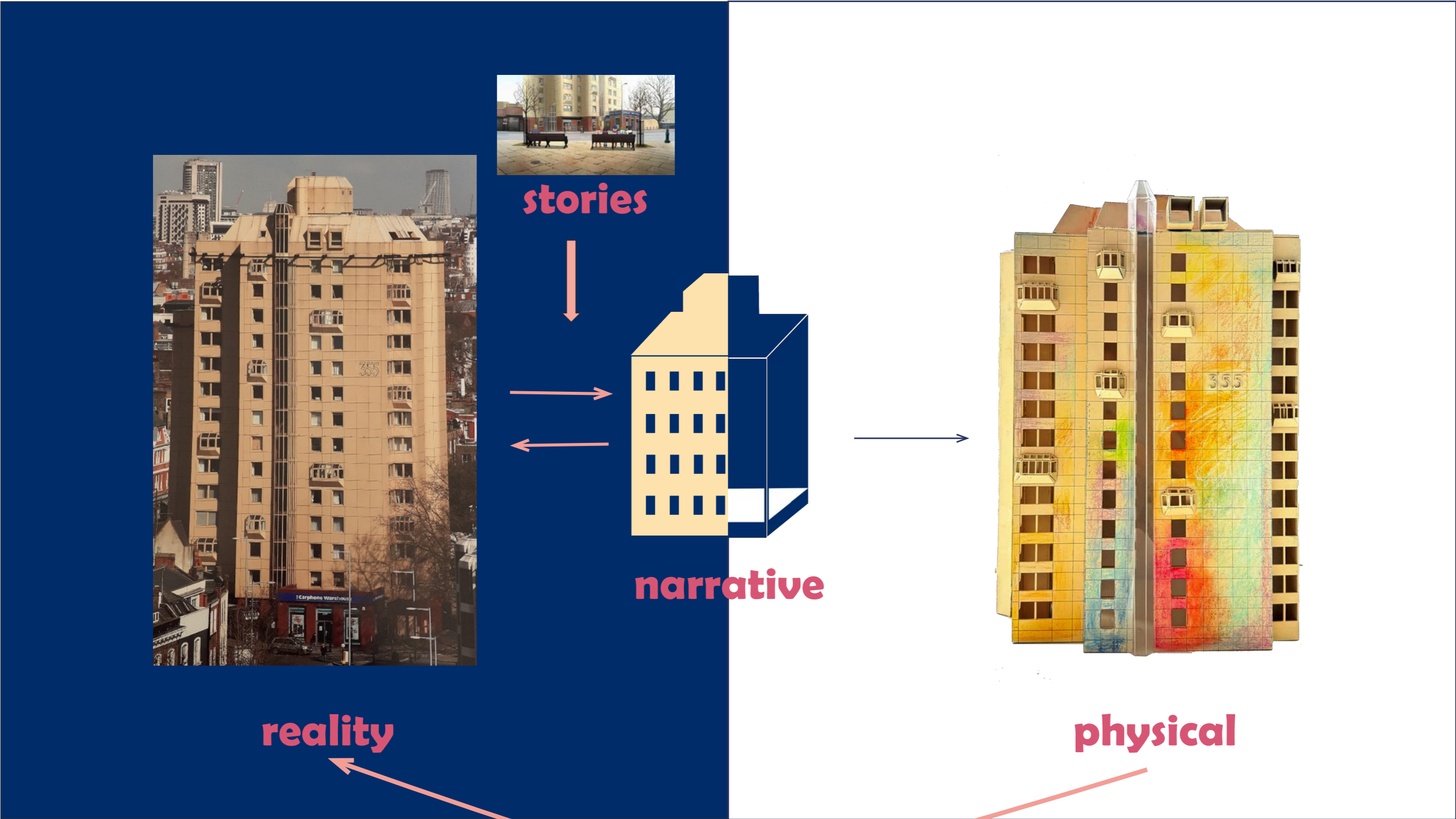


Poster



Exhibition

I came to this physical space because of this anime, and then because of the impact of this virtual story on this space, a narrative virtual, not physical space was created. So these two spaces are influencing each other, and I made a physical space by combining this space with the narrative, which has an impact on the real space again. So my project has been exploring the connection between space and emotion.



The End

