

15 WestFerry

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ROYAL COLLEGE OF ARTS
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I. VIDEO GUIDE

Video Youtube Link:

<https://youtu.be/7voHYVJskPg>

SYNOPSIS

Title: "Home in Paw Prints"

Director; Drawing; Editing: Yemin TANG

Logline: A curious and loving pup named Dottie explores a cozy apartment complex designed for keyworkers (healthcare workers, police, delivery drivers, etc.), revealing her silent mission to "repay kindness" by watching over their homes. Along the way, she shares a special bond with Aya, a gentle café worker who understands her secret.

Runtime: ~60 sec

Style: Heartwarming, whimsical (dog's POV), stop-motion charm. Highlights the building's interior (atrium, hallways, unique facilities) and details (nameplates, work gear).

Key Scenes:

Pawprints & Beginnings – Dottie's muddy paws leave marks at the entrance as she eagerly surveys the lobby.

Guardian on Patrol – Dottie trots past doors adorned with work items (nurse's stethoscope, police cap, delivery bags), pausing to "check in" on each.

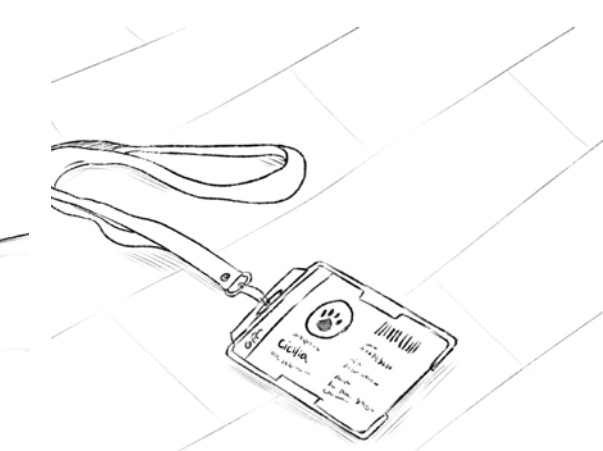
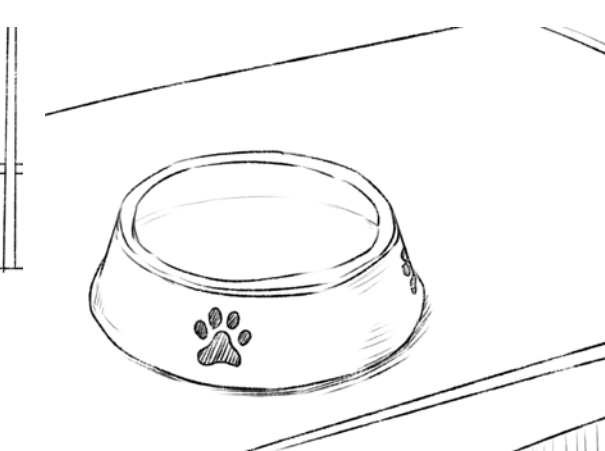
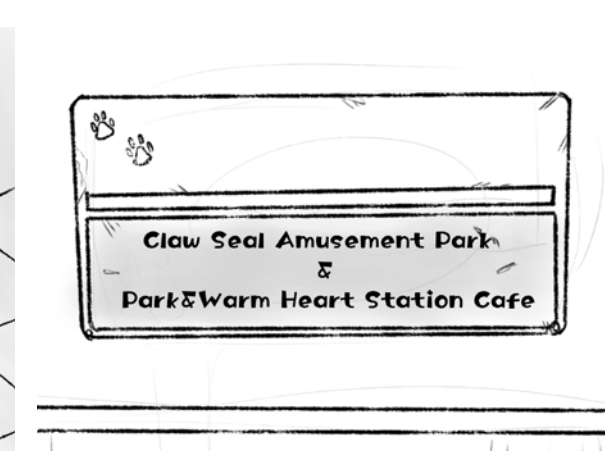
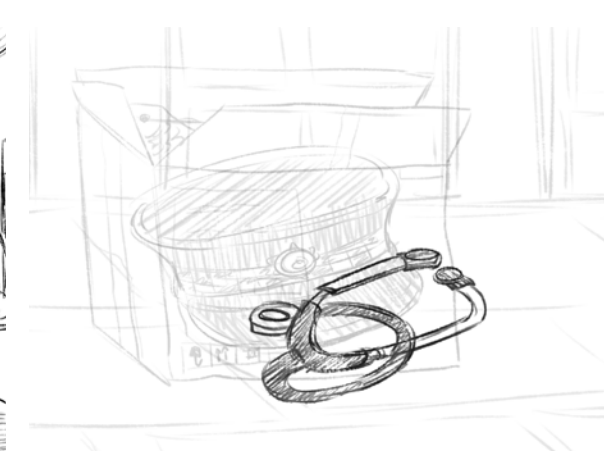
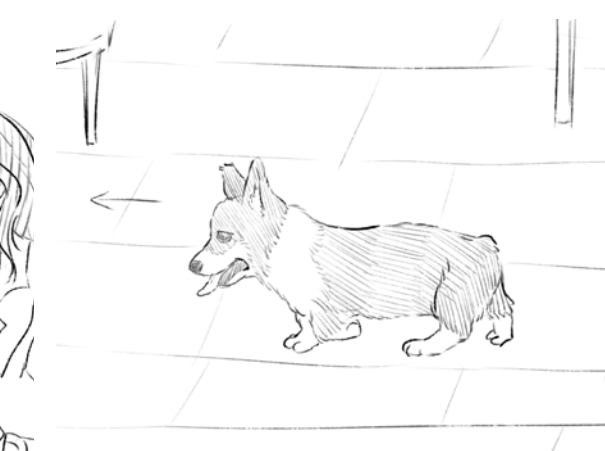
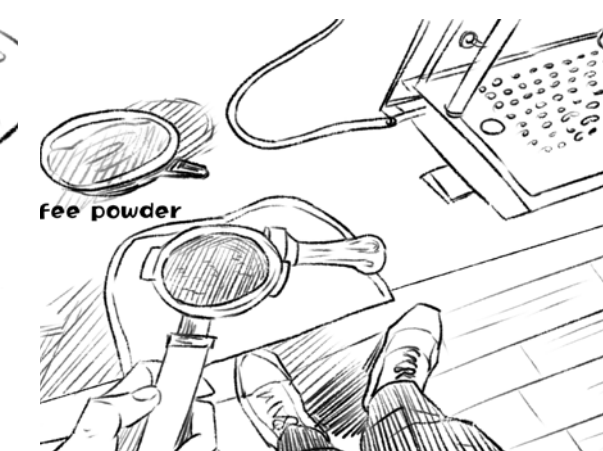
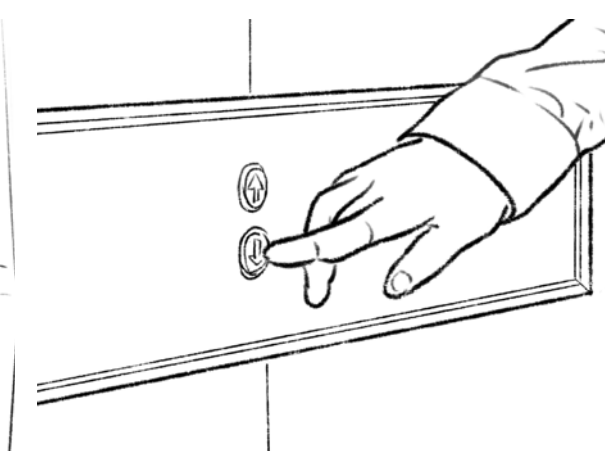
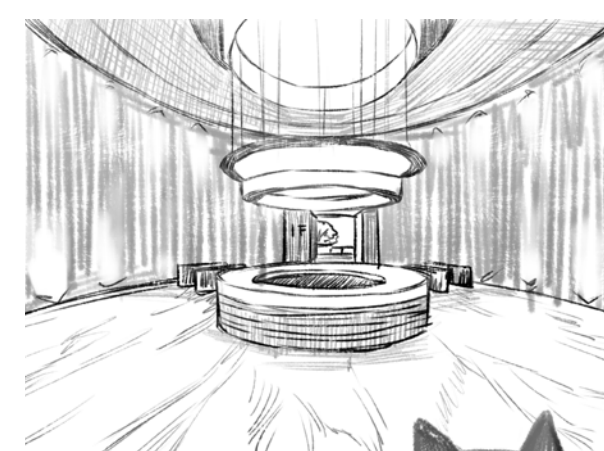
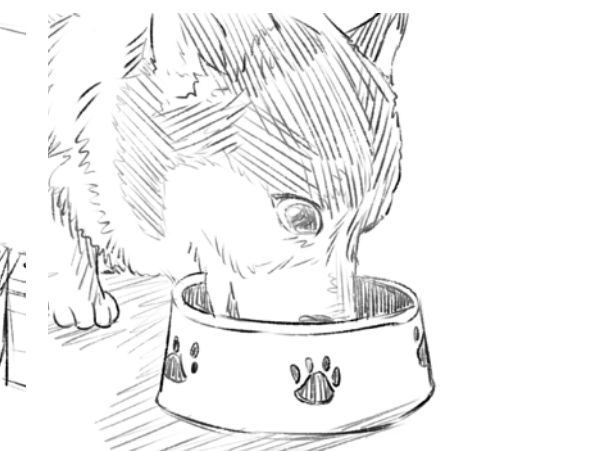
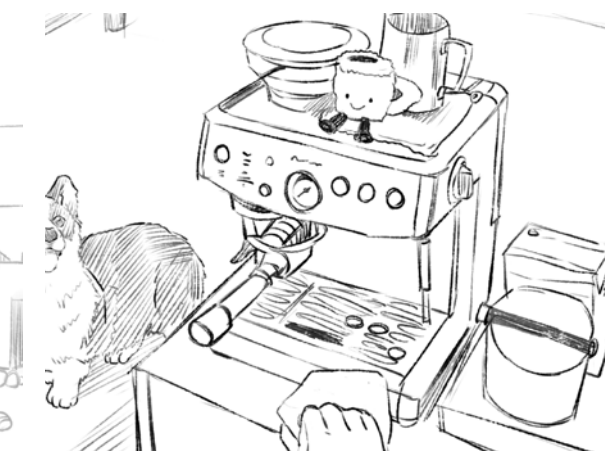
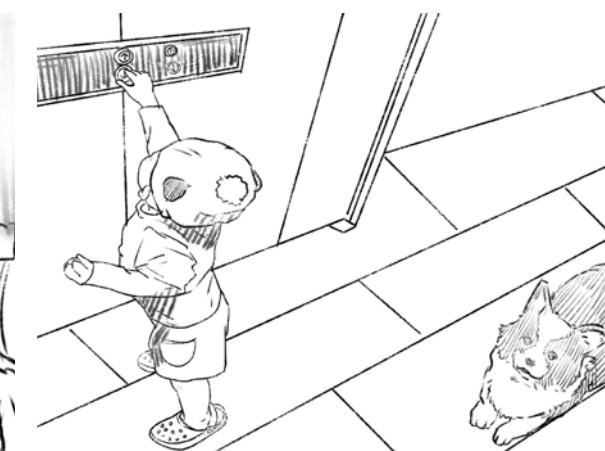
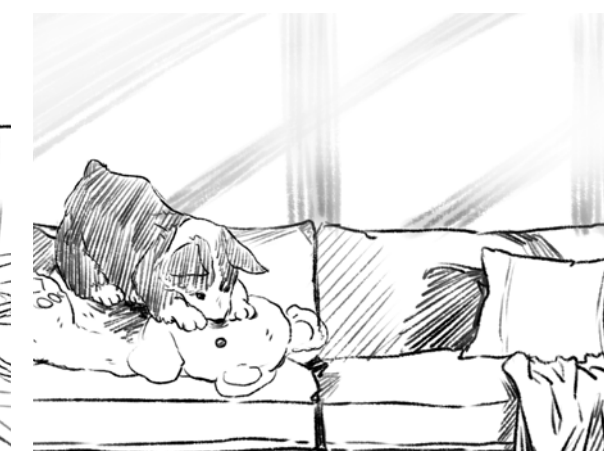
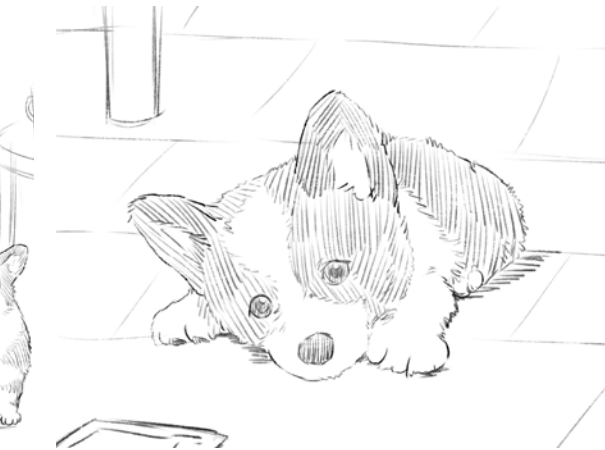
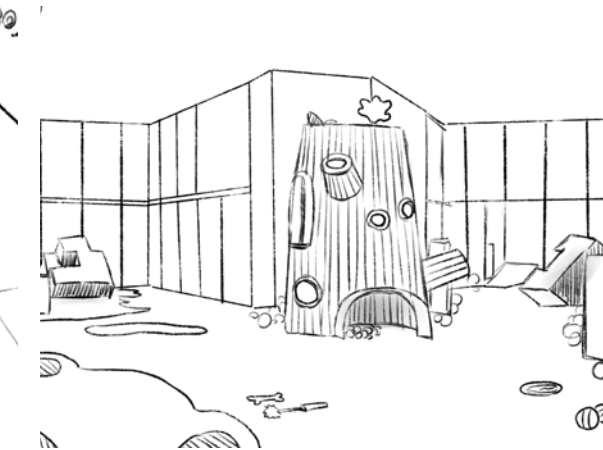
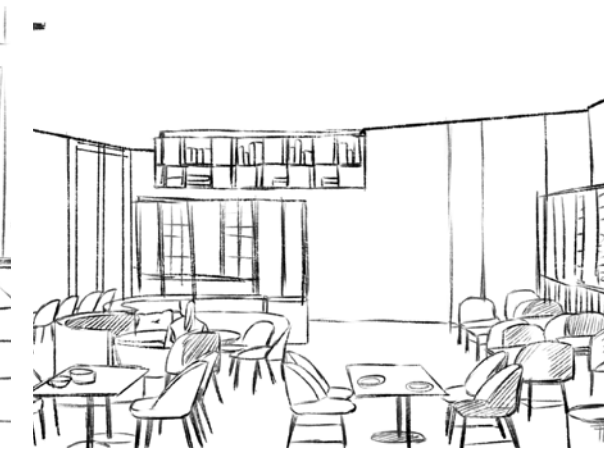
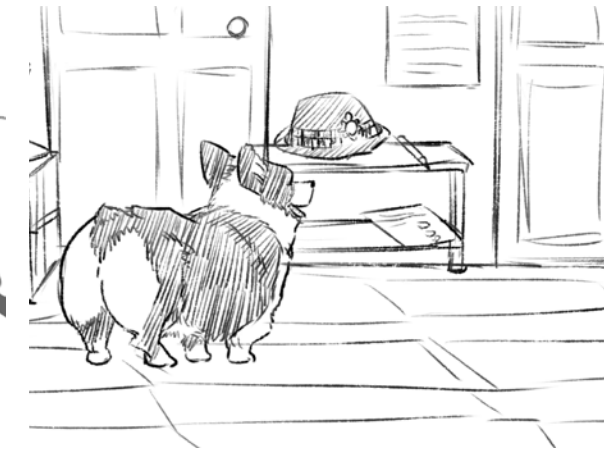
Quiet Comforts – She watches a weary keyworker slump home, then dashes to the 8th-floor "Pawprint Paradise" dog park and "Heartwarming Café."

Aya's Secret – Café worker Aya greets Dottie with a snack, unaware her dropped nametag is scooped up by the pup.

Unspoken Duty – Dottie stations herself by the door, nametag safely beside her, keeping watch over the resting keyworkers and Aya.

Final Message: "For all who care for the world... and those who care for them."

STORYBOARDS



Dedicated to all Keyworkers who silently contribute 🐾

KEYWORKERS IN LONDON

1. Value Proposition

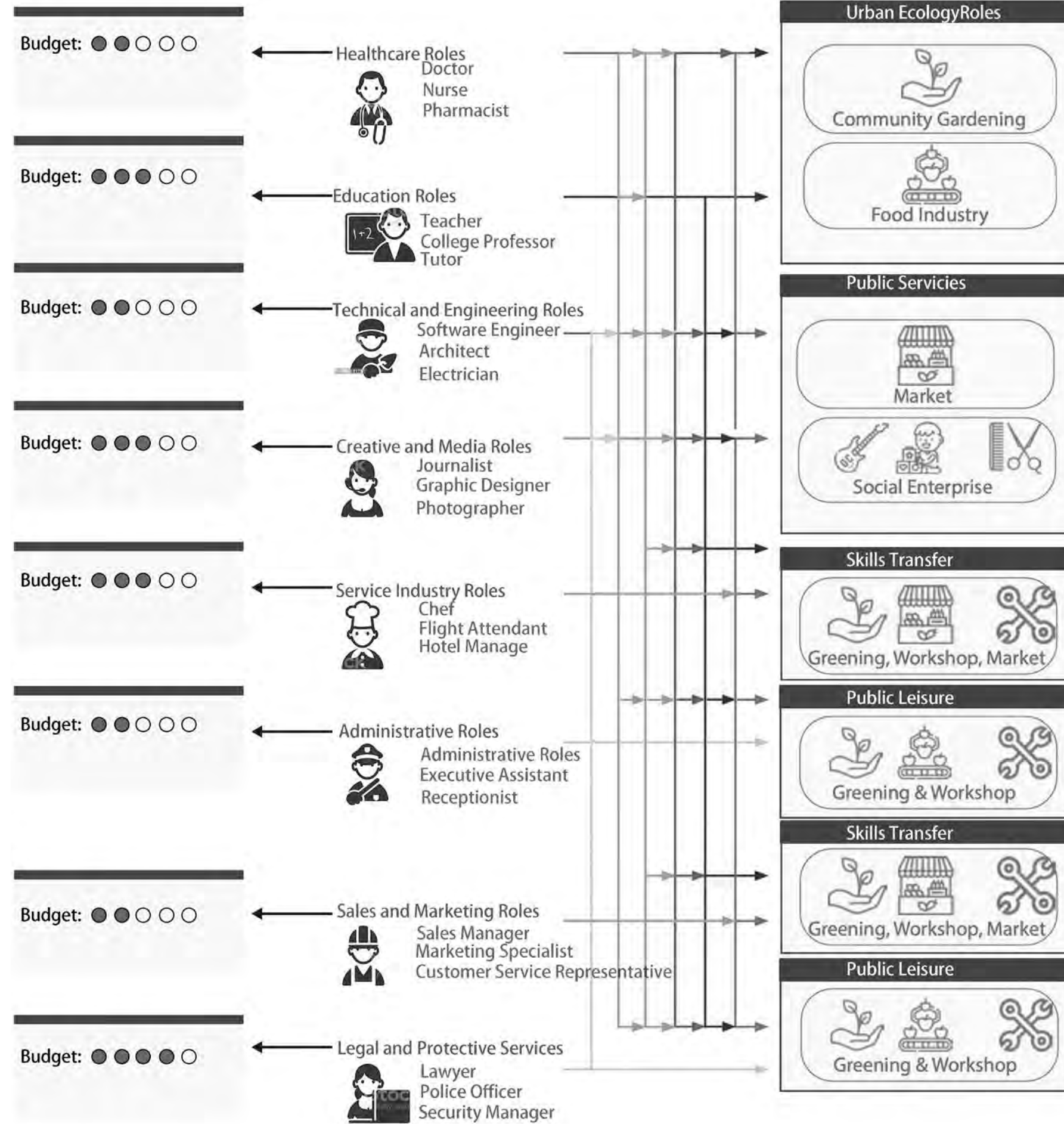
- Affordable, high-quality housing for keyworkers (teachers, nurses, etc.) struggling with London's high rents → Biophilic, modular design inspired by [natural/local motif]
- AI-optimized, prefabricated smart homes + self-sustaining vertical eco-community (renewable energy, urban farming, waste recycling)
- Community-first living: Shared spaces (co-working lounges, childcare hubs) to reduce isolation and enhance work-life balance

2. Customer Base

- Primary:
 - NHS staff (nurses, junior doctors, hospital support)
 - Teachers & teaching assistants (esp. from nearby schools)
 - Emergency services (paramedics, firefighters)
- Secondary:
 - Local government & transport workers (TfL, council employees)
 - Sustainability-focused institutional investors (ESG funds, impact ventures)
 - Corporate partners (Canary Wharf businesses subsidizing housing for key staff)

3. Revenue Streams

- Core:
 - Unit sales/rents (price per modular pod, scaled by size/config)
 - AI subscription (smart home optimization, energy savings)
- Premium:
 - Community membership NFT (access to rooftop gardens, wellness programs)
 - Lease-to-own models (rental payments contribute toward equity)
- Ecosystem:
 - Carbon credit trading (from net-zero community operations)
 - Partnership revenue (e.g., local councils paying to reserve units)



MAPPING

Location advantage

Location advantage: Located on the U-shaped Peninsula of the Thames River in the East 2nd District of London, surrounded by water on three sides, it has both waterfront landscape and urban axis value, and is the core hub connecting the old financial city and the Greenwich Peninsula. Close to London City Airport, the Jubilee Line, Elizabeth Line and the Docklands Light Rail (DLR) intersect, 6 minutes to Dali Liverpool Street, 39 minutes to Heathrow Airport, forming an efficient three-dimensional transportation network.

Existing problems

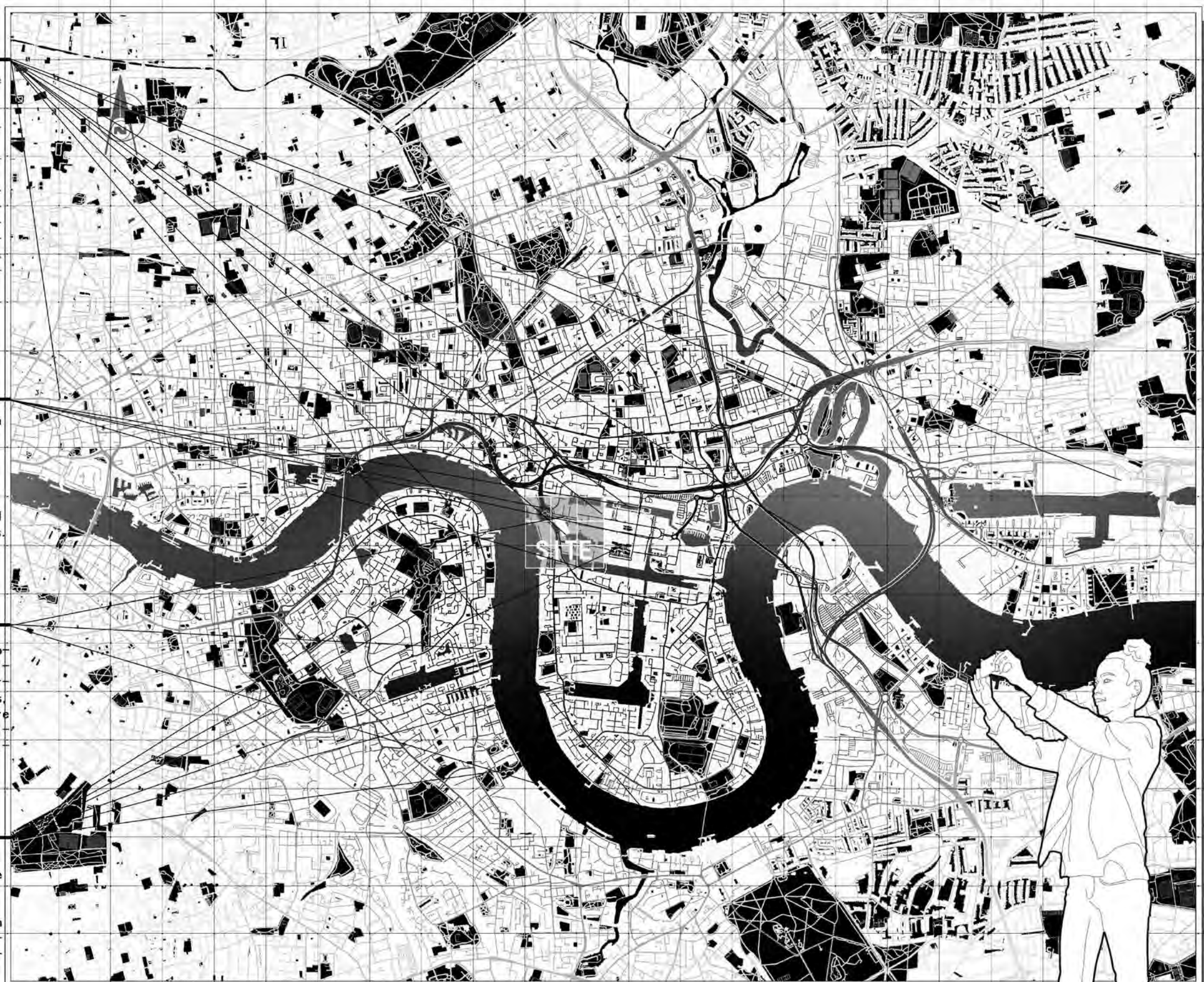
Existing problems: Peak congestion caused by the separation of jobs and housing, and the extension of residential areas depends on rail transit; High-rise buildings are divided into pedestrian spaces, and some areas need to be detoured by underground or aerial corridors.

Thames Landscape Value

Thames Landscape Value: The U-shaped peninsula creates a unique skyline, and high-end residential surrounds the river. Waterfront trails, pier parks and other facilities are abundant, but some areas have obvious privatization tendencies and lack of public sharing.

Characteristics of the green space system

Characteristics of the green space system: High-density development leads to fragmented layout, with 20% of green space concentrated in commercial areas (e.g., Cabot Plaza) and a lack of residential areas. Some buildings, such as South Quay Plaza, use vertical greenery such as roof gardens, but the overall coverage is still lower than the London average.



Capital and Space Justice

The contradiction in Canary Wharf stems from the capital-led development. The public-private partnership model exacerbates the privatization of public space, and the planning decision-making ignores public participation. It is necessary to reconstruct power relations through institutional innovation (such as community land trusts) and break the monopoly of "capital enclaves".

Health and environmental risks

High-density development leads to the heat island effect, the difference in the accessibility of green space, and the risk of pollution exposure, so it is necessary to combine microclimate modeling and health equity quantification tools to protect the environmental rights and interests of different classes.

Climate resilience and adaptability

Assess the vulnerability of the flood protection plan and the carrying capacity of the drainage system, and embed sponge facilities (water storage wetlands, removable barriers) to balance the safety and vitality of the waterfront and cope with extreme climate challenges.

Landscape and system strategy

Promote the redistribution of spatial resources through data-driven (digital twin platform) and community co-creation (heritage workshop), and promote social inclusion and sustainable development through floor area ratio incentives and shared space transformation.

BUSINESS MODEL

Why This Works for Canary Wharf

- Location: Proximity to hospitals (Royal London, Nightingale) & schools reduces commutes.
- Demand: 40% of London nurses spend >50% of income on rent (*Source: RCN*).
- Sustainability: Aligns with CW Group' s 2030 net-zero goals.

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4. Key Resources

- 1) Patents: Modular weight-bearing system (e.g., "stackable timber-framed modules")
- 2) Tech: Off-grid utilities (greywater recycling, solar-glass facades)
- 3) Strategic Partners:
 - UK Gov (Affordable Housing Fund)
 - Charities (e.g., Shelter, Health Foundation)
 - Canary Wharf Group (land leasing, zoning support)

5. Channels

- Blockchain-based unit configurator (residents customize layouts via digital twin)
- Partnerships:
 - Gaming (e.g., virtual tours in *Roblox* for community engagement)
 - Local unions & NHS trusts (direct outreach to keyworkers)
 - ESG platforms (marketing to impact investors)

6. Cost Structure

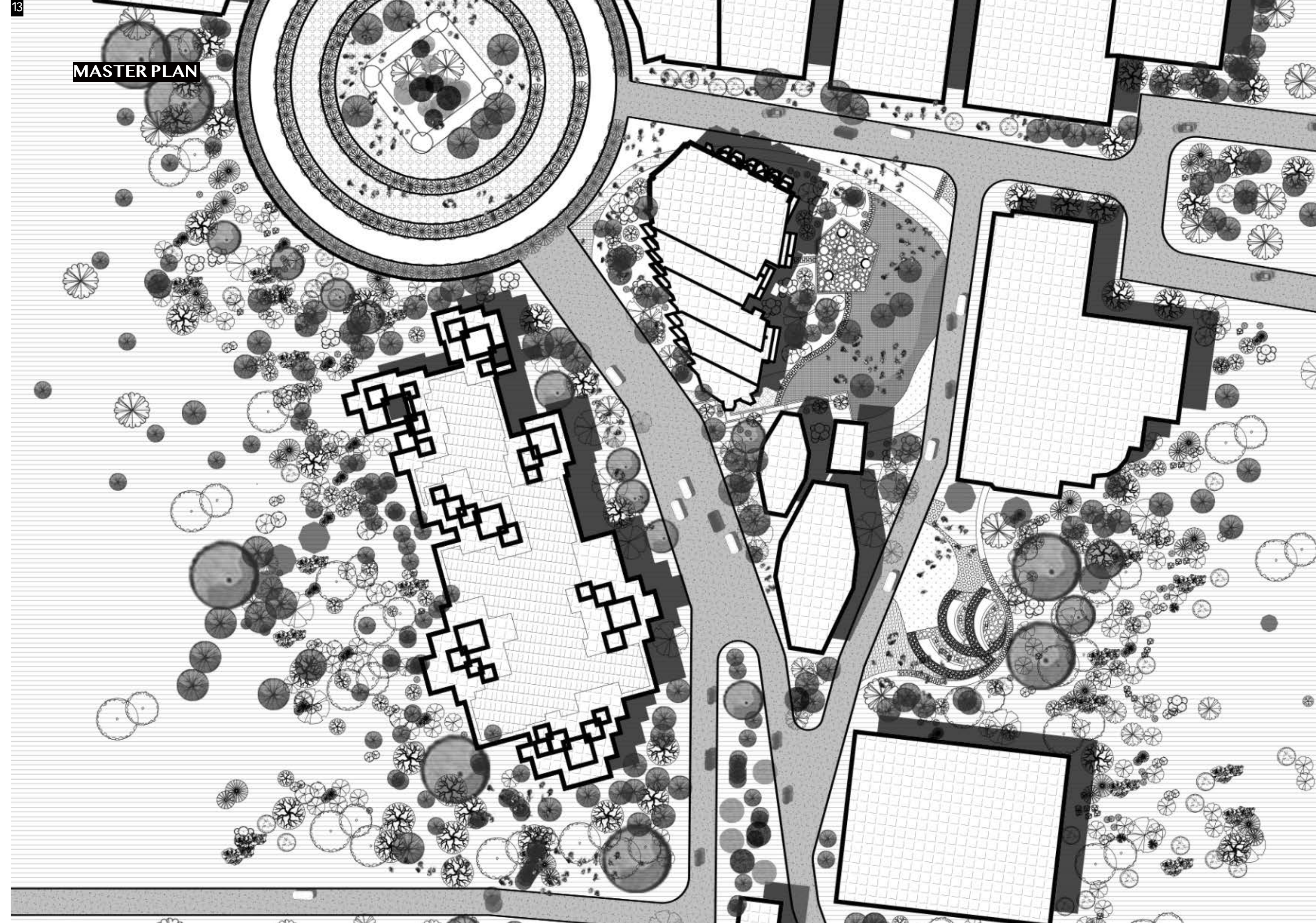
- R&D: Material innovation (e.g., fire-retardant cross-laminated timber)
- Production: Offsite modular fabrication (cost-controlled factories)
- Marketing: Targeted campaigns via unions/professional associations
- Compliance: Meeting London Plan sustainability benchmarks
- Experimentation: Pilot partnerships with TfL/universities

7. Technology Integration

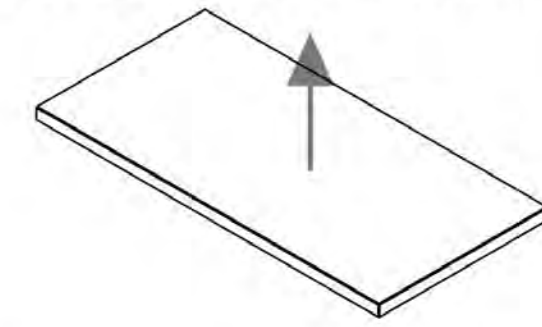
- Building Systems:
 - Modular blocks customized homes
 - AI-driven smart homes (adaptive heating, air purification)
 - 4D-printed cladding (self-repairing materials for damp resistance)
- Community Platforms:
 - App-based resource sharing (car pools, tool libraries)
 - Eco-education hubs (cooking/composting workshops)



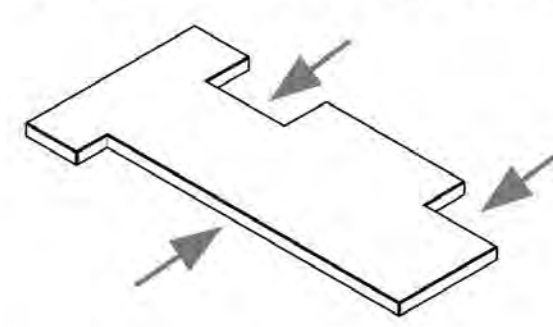
II. PUBLIC FUNCTIONS



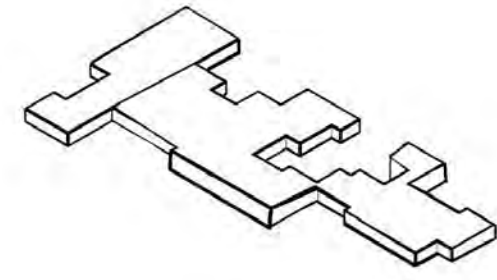
FABRIC CONSTRUCTIONS: GARDEN & RESIDENTIAL BUILDING



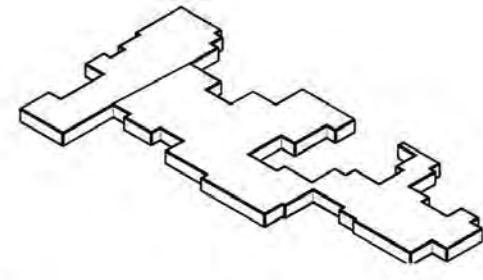
1 Extract the site profile to generate the base mass



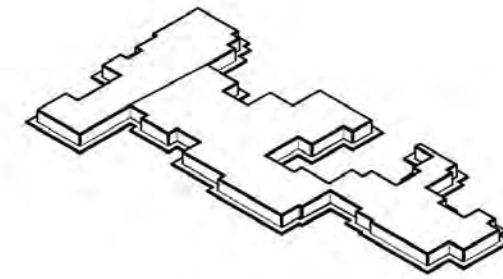
2 Echoing the landscape forms a concession



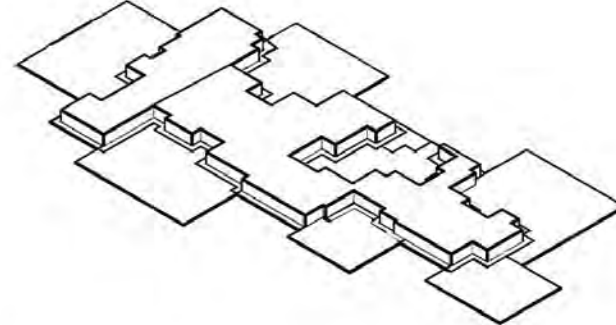
3 Creates jagged contour edges



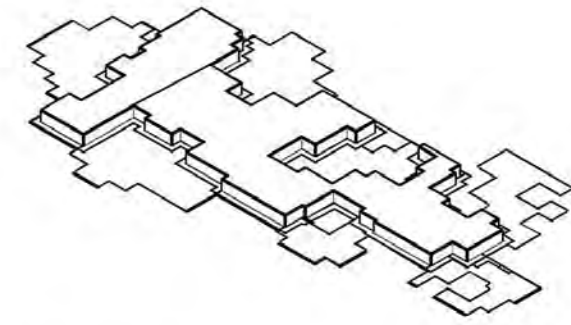
4 Perfect the edge contour



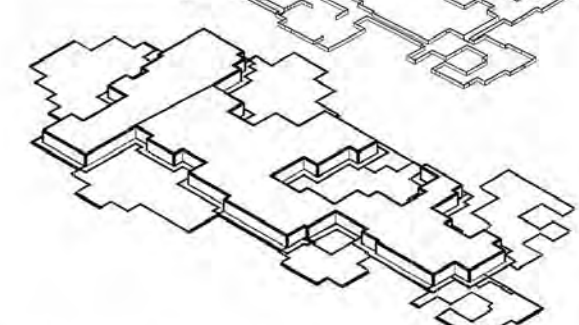
5 It is formed according to the expansion of the underlying platform volume Trail space



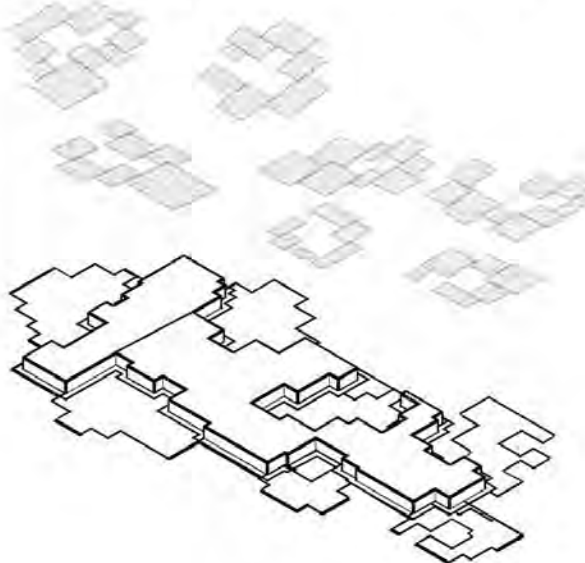
6 Optimize the platform space with a large trail space travel



7 Teff, Martin, Benteto-Storey, Trell, Ander Platt, Fom, Iscarrie Deott Extel RusciendeFormatien



8 The formation of the two-story trail and platform is carried out Extrusion deformation



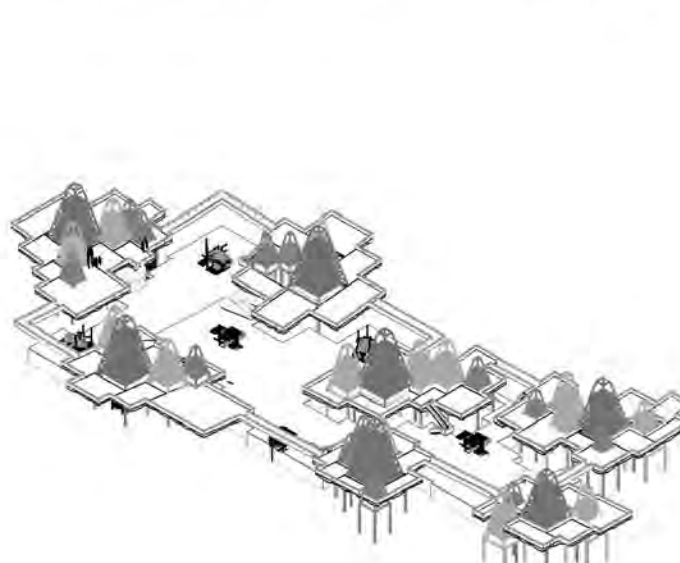
9 The deformed platform is filled with epidermis and form a railing space



10 Added twin staircase and circular staircase optimization Layer 1 and Layer 2 connections



11 There are abundant view rooms with different sizes of placement Platform space



12 Rich landscape sketches are placed to form the final effect

Generate original masses based on the site	responding to site boundaries, Cutting blocks	Cut the shape and determine the large area, Open the side window position	Cutting the interior of the atrium window	Form a top-level setback space
Facing the landscape, a setback space is formed	Pull down the setback space	Pull down the setback space	Dig a hole in combination with the setback space, Form an atrium	Formed around the atrium space Traffic corridors
The ground floor retreats into the plaza space	Structural columns are added to the bottom layer, Increase the relationship between light and shadow	Enrich the windows of the main facade of the building	Add 8 and 9 layers of railings and bay windows, Enrich the space of eight platforms	Add seven layers of railings and bay windows, Enrich the space of the seven-story platform
Add six layers of railings and bay windows, Enrich the setback space on the sixth floor	Add three, four, and five layers balustrades and bay windows, Enrich the setback space on the fifth floor	Place the spiral staircase, Enrich the forms of vertical connection	Furniture is placed inside the building	The final architectural effect

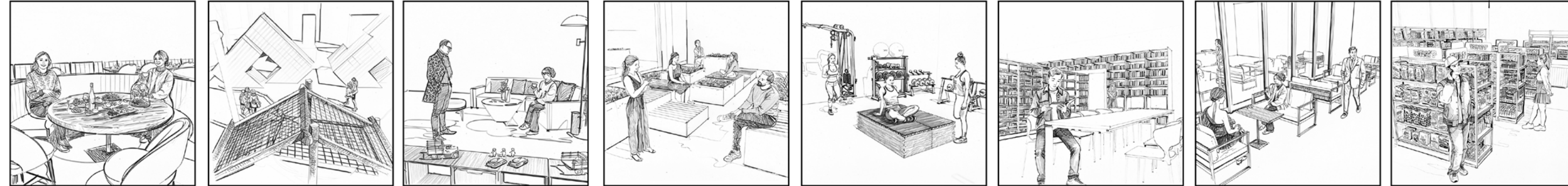
TYOLOGY



Spatial synergy strategy

By maximizing space efficiency (vertical development/composite functionality) and precise stratification of services (directing high-end facilities while retaining inclusive functions), we aim to:

1. Enhance community attractiveness to stabilize the demographic structure
2. Optimize the economic value of space to reduce development resistance
3. Alleviate the chain reactions of housing shortages through shared models.



Spatial features

01. Entrance space
02. Front desk reception area
03. Restaurant
04. Outdoor landscaping
05. Swimming pool space
06. Climbing space for children
07. Children's multi-purpose room
08. Children's Classroom
09. Children's craft room
10. Convenience Stores
11. Coworking Spaces
12. Self-study room
13. Gym space
14. Library space

Space planning strategies

1. Intensive core functions

Intelligent terminals integrate entrances/front desks/convenience stores, and time-sharing management improves efficiency; The restaurant library has a complex catering and social activity function to meet the needs of high density.

2. Vertical space reuse

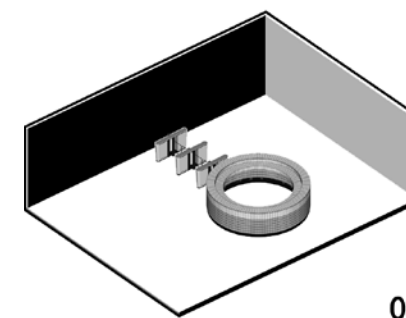
Superimpose the pool landscape platform to fill the gap in the ground space and activate the three-dimensional value.

3. Intelligent sharing system

Office/self-study/fitness time-sharing rental Children's space is modular, and intelligent monitoring covers all ages.

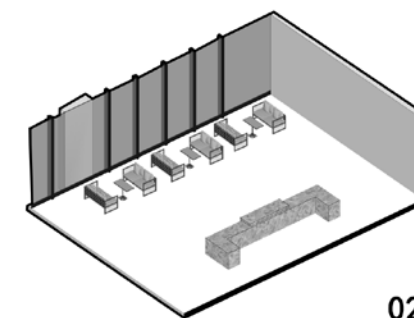
4. Value Balance Model

Swimming pools/Zhijian maintain high-end positioning to attract capital, and shared office/community classrooms implicitly subsidize low- and middle-income groups to alleviate the contradiction between work and housing.



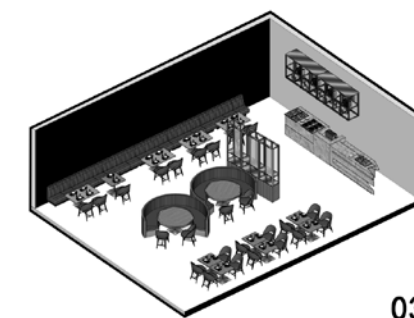
01

The main entrance of the venue needs to take into account the flow of people and safety control. In the limited land, intensive access needs to be designed, and intelligent access control systems may be used to alleviate security pressure.



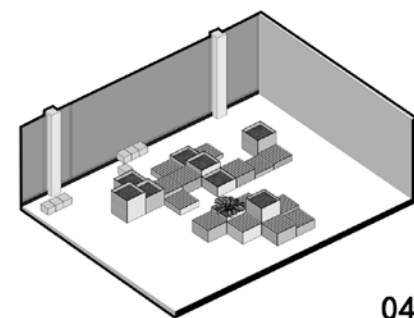
02

The comprehensive service integrates visitors/express delivery/consultation, and the self-service terminal intensively reduces costs and increases efficiency, adapting to the efficient needs of business.



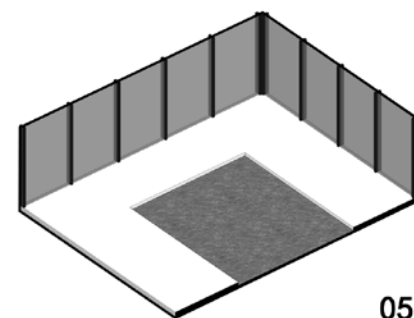
03

There is a coffee and a main dining area in the core area of the social meal, and a take-out sharing table is set up to meet the needs of the family.



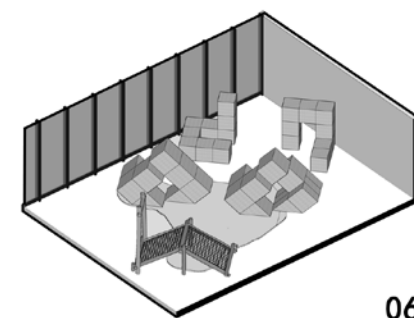
04

Scarce resources in high-density environments need to maximize space utilization through three-dimensional greening. With modular seating and semi-private conversation corners, it becomes a social hub to relieve the stress of work.



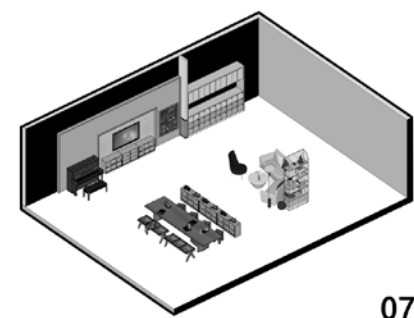
05

The swimming pool is a standard facility in the high-end community, but due to the high maintenance cost, it can be used on a reservation basis. It is recommended to be equipped with a glass curtain wall design to enhance daylighting.



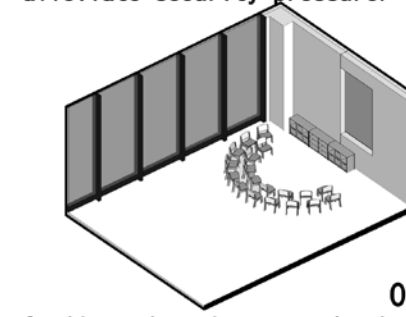
06

Safe play areas for families with children and young age friendly facilities are required. It can be combined with sound and light interactive devices to enhance the fun, and at the same time connect with the parents' rest area to achieve the monitoring function.



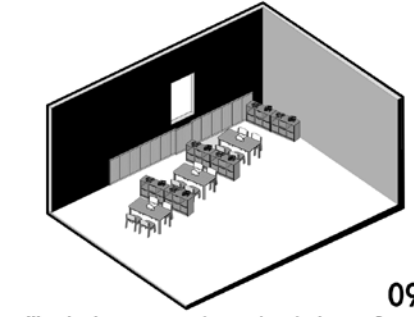
07

Educational game corner and temporary care function, modular furniture is used to flexibly switch scenes, and the intelligent monitoring system covers the whole area, adapting to the diverse needs of children aged 0-12.



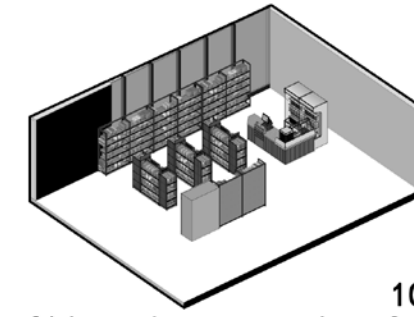
08

Quality education extends the space, and flexible tables and chairs are designed to meet multiple activities such as painting and reading. The wall is reserved for projection equipment and work display area.



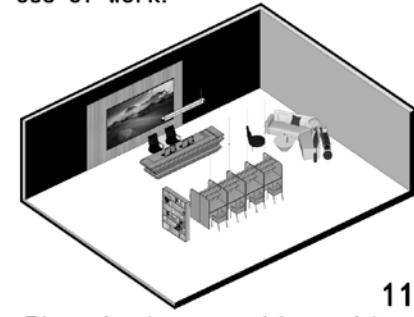
09

Workshops equipped with safety tools and easy-to-clean floors. It is recommended to set up material sharing cabinets and work drying racks to reduce the cost of repeated purchases for families.



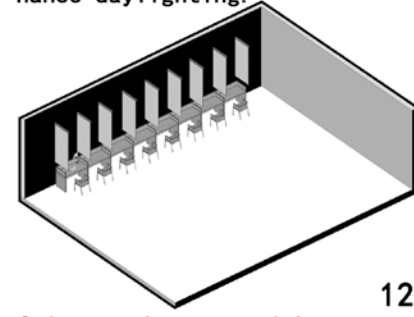
10

24-hour micro supermarket, focusing on the supply of fast food, daily necessities and emergency medicines. Smart shelves and self-checkout systems are used to make up for the lack of regional commercial facilities and meet the needs of night workers.



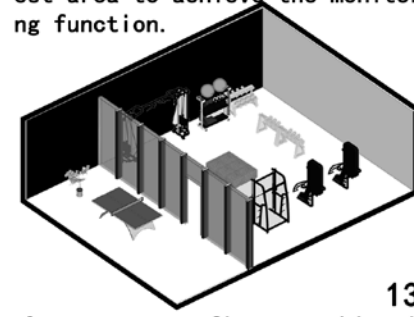
11

Time-sharing coworking cabins with high-speed internet and soundproofed cabins. Meet the needs of freelancers and small teams, and improve space turnover through the booking system.



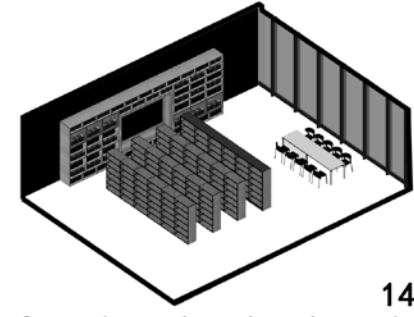
12

Quiet study space with separate booth area and group discussion area. It needs to be equipped with charging ports and eye-friendly lighting, and the needs of students from surrounding colleges and universities can be met during the night opening hours.



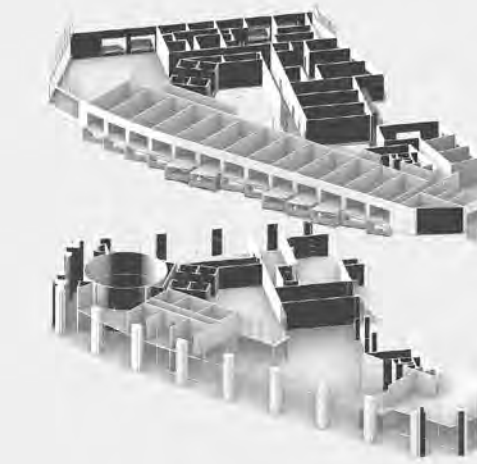
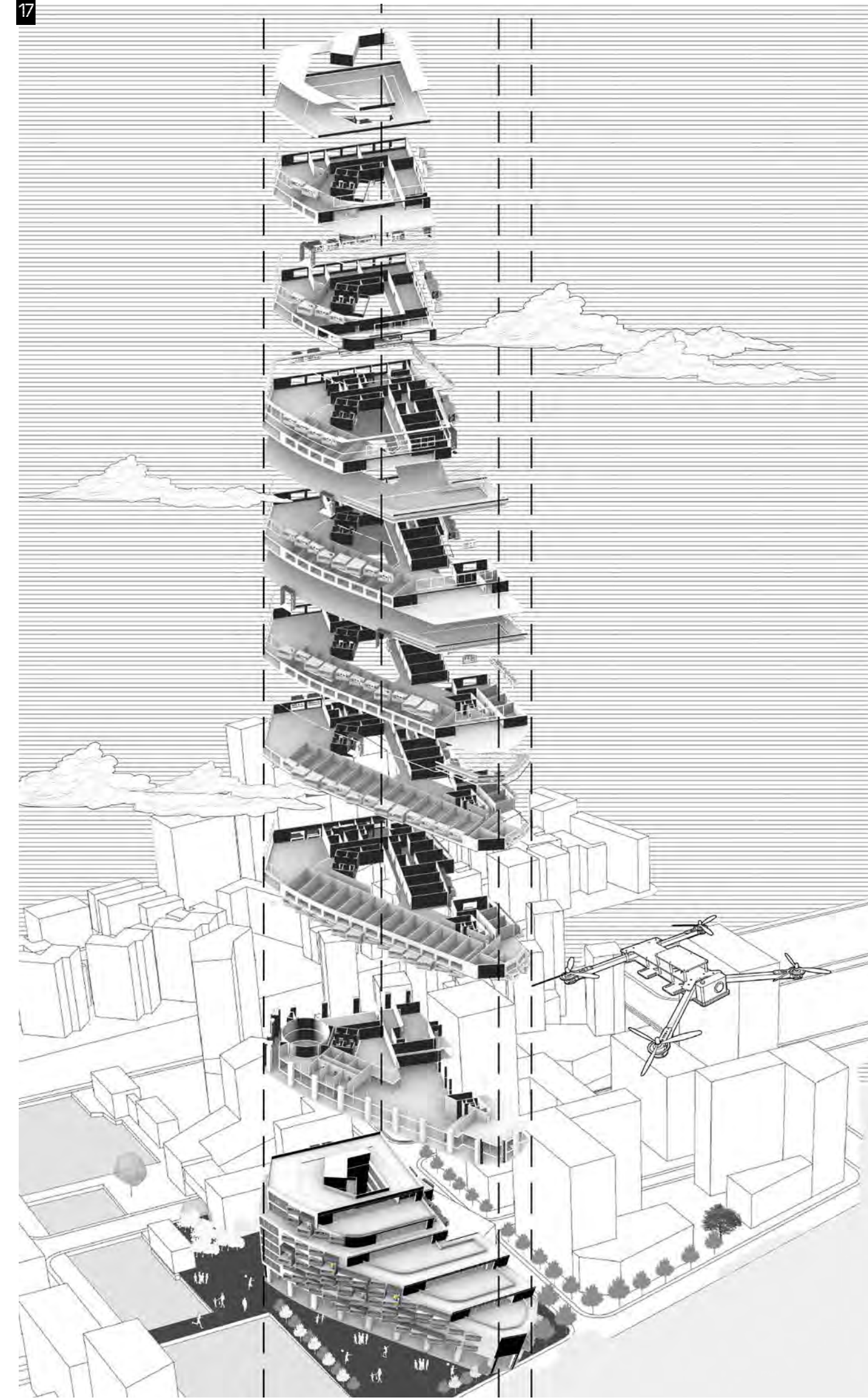
13

Compact smart fitness cabin with foldable machines to save space. Develop a course reservation APP, and use special function modules such as boxing rings and yoga areas at staggered peaks.



14

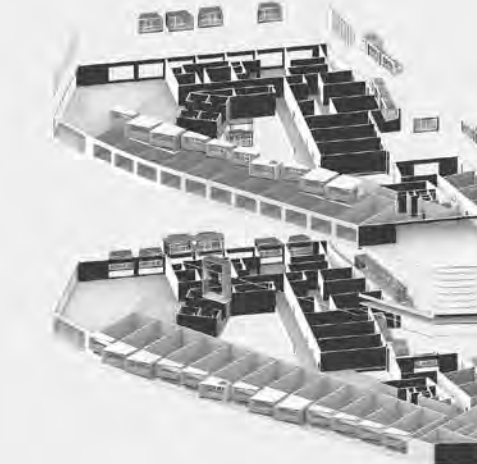
Community cultural anchors with movable bookshelves and e-reading screens. Regular author lectures are held to alleviate the scarcity of high-end community cultural resources, and the collection focuses on cutting-edge books in finance and science and technology.



Public Sharing & Community Activation (Layers 1-3)

1F-2F to build a multi-functional community hub, including shared office, childcare services, affordable supermarkets and self-service terminals; Use the industrial relics of the wharf to create an AR interactive display area; Configurable plaza, modular floor tiles to achieve multi-scene switching such as markets and performances.

A shared living laboratory is set up on the 3rd floor, providing 30-50m² short-term rental apartments, shared kitchens and maker workshops to provide a supportive space for young entrepreneurs. The project integrates community services, cultural display, and innovation and entrepreneurship.



Flexible Habitation & Modular Growth (4-5 Floors)

The 4th floor adopts a 45m² modular house, which supports plug-in expansion (balcony 5m²/mezzanine 10m²), with a double-layer skin facade (outer perforated aluminum plate shading, inner folding window insulation).

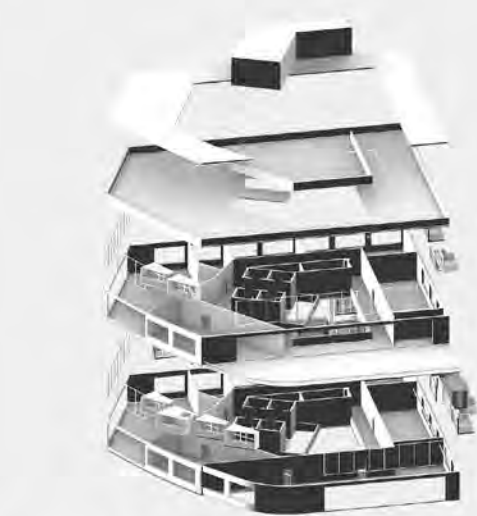
The 5F design stepped back apartment, each household comes with a 2m terrace and drip irrigation planting system, and the external spiral staircase integrates pressure power generation for the corridor lighting. The space is flexible and sustainable, allowing for a growable design of the living units.



Three-dimensional ecology and vertical community (6-7 floors)

6F is equipped with a 2.5m deep cantilevered ecological balcony, integrated photovoltaic power generation system (annual production capacity of 15MWh) and rainwater collection device to achieve energy self-sufficiency and green irrigation.

The 7th floor creates a cross-floor shared space, each floor is equipped with a shared kitchen and library corner, which is vertically connected by an external spiral staircase, and a soilless vertical farm (with an annual output of 10kg/m² of leafy vegetables) is set on the outer wall of the balcony to build a three-dimensional ecological community system integrating energy production, food planting and community interaction.)

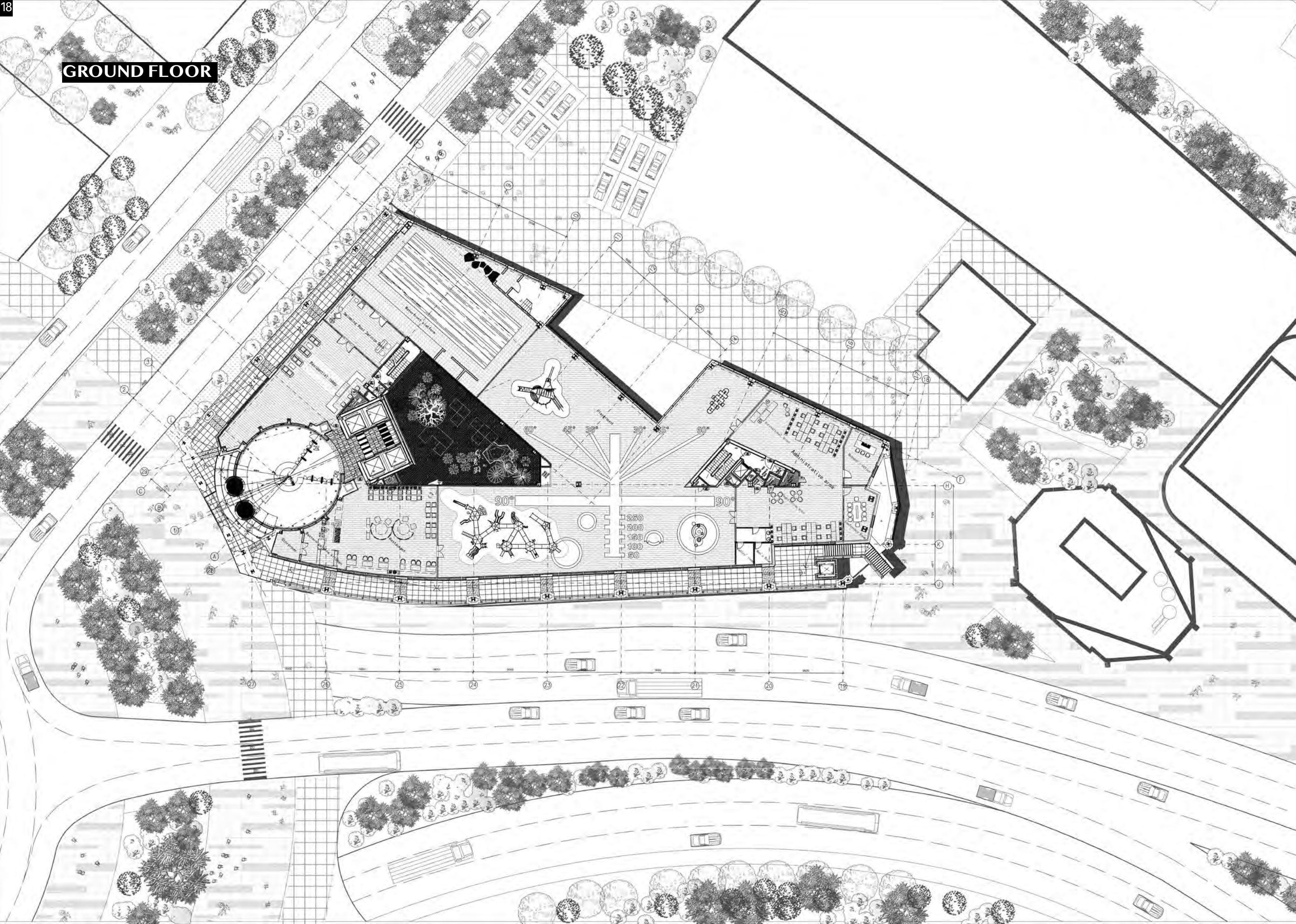


Extreme Space & Oasis in the Clouds (8-10 Floors)

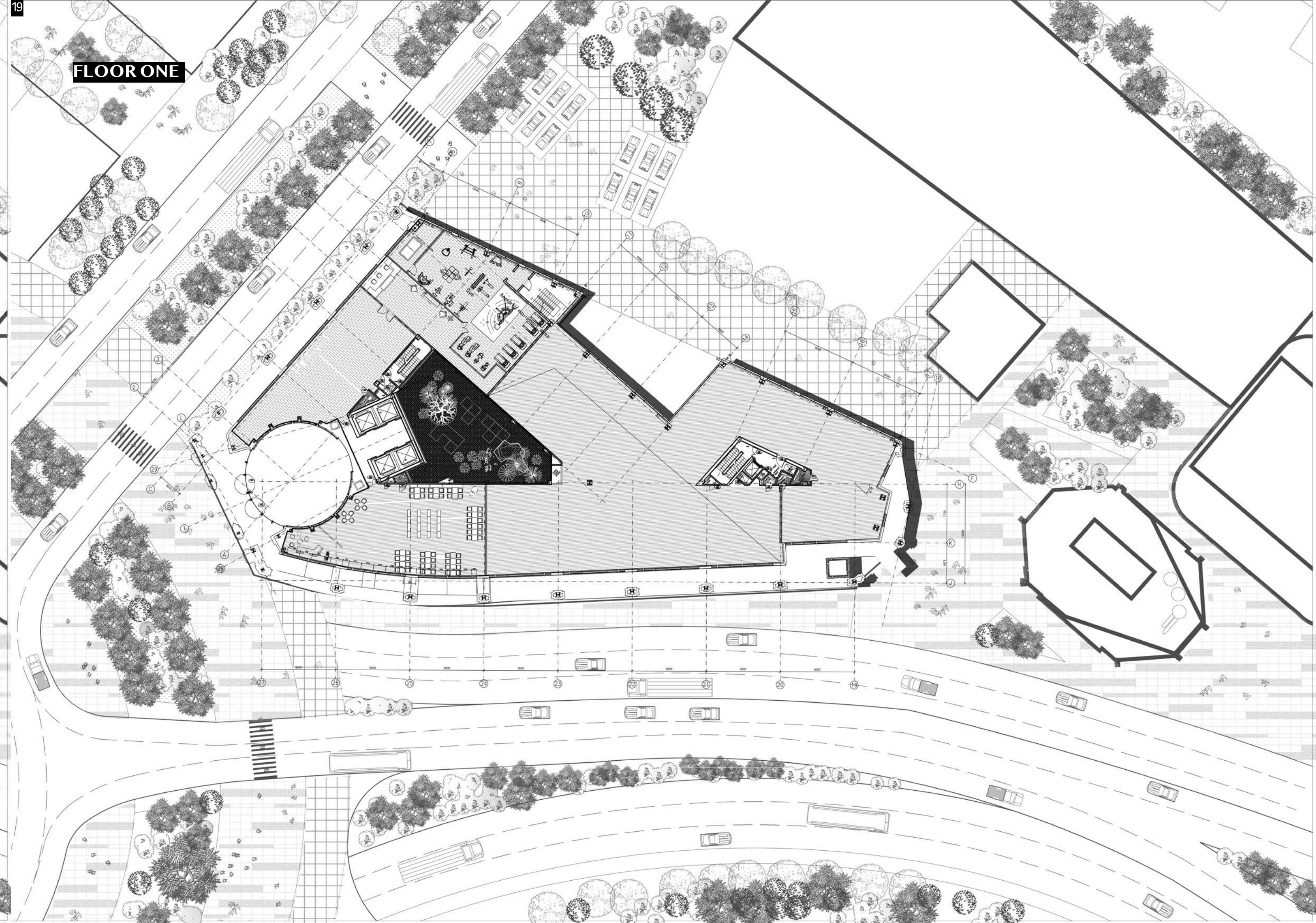
8-9F layout 25-30m² smart apartment, folding furniture AI environmental control system to achieve the ultimate use of space, external intelligent drying rack (15kg/sunny rain harvest).

10F to create a three-dimensional agricultural power complex: the terraced garden is planted with berries and herbs, and the wind power tree (800kWh/tree/year) is used to form a high-altitude ecosystem integrating residence, production and energy.

GROUND FLOOR



FLOOR ONE



RENDERING



INDOOR GARDEN



GYM



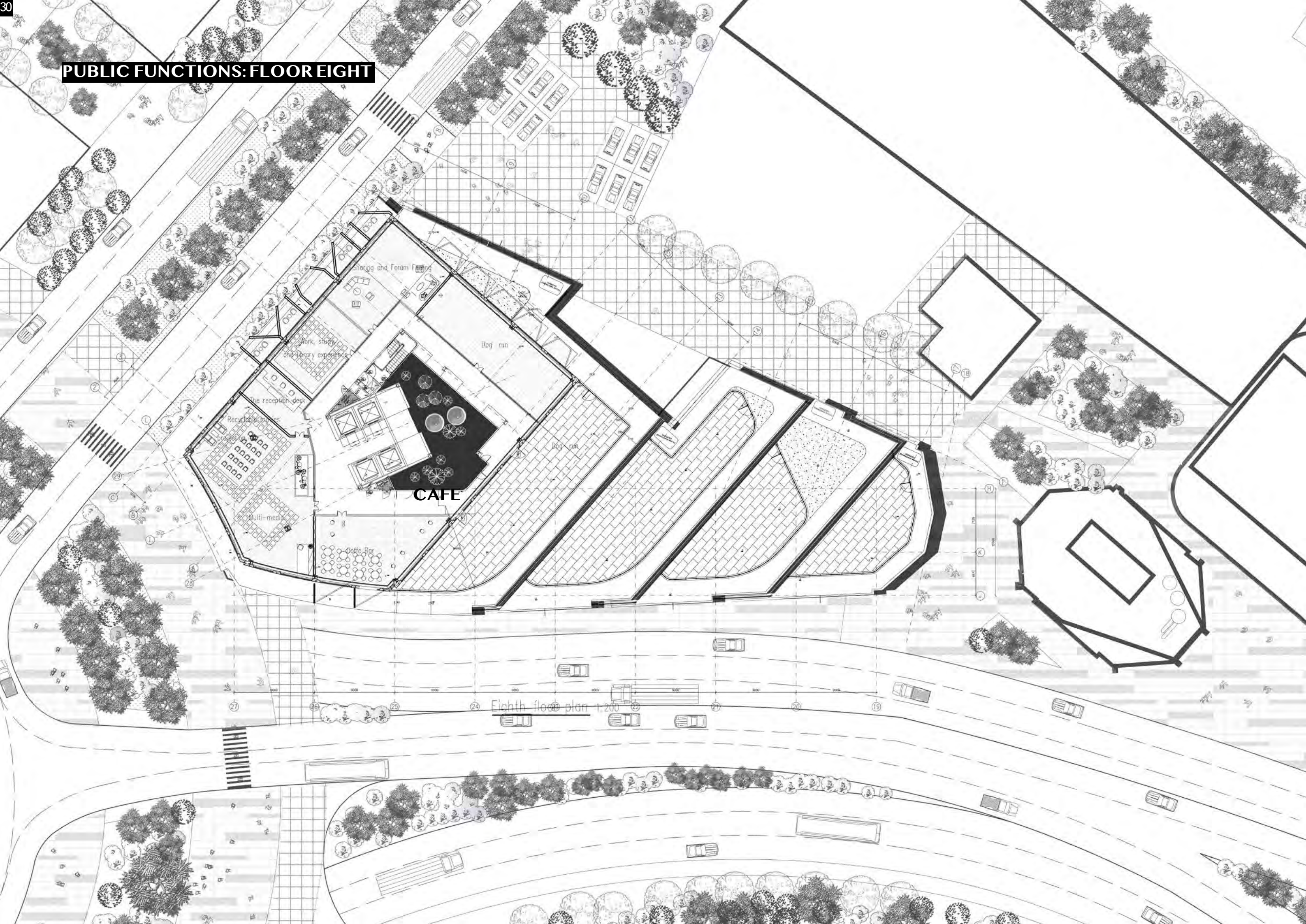
STUDY ROOM



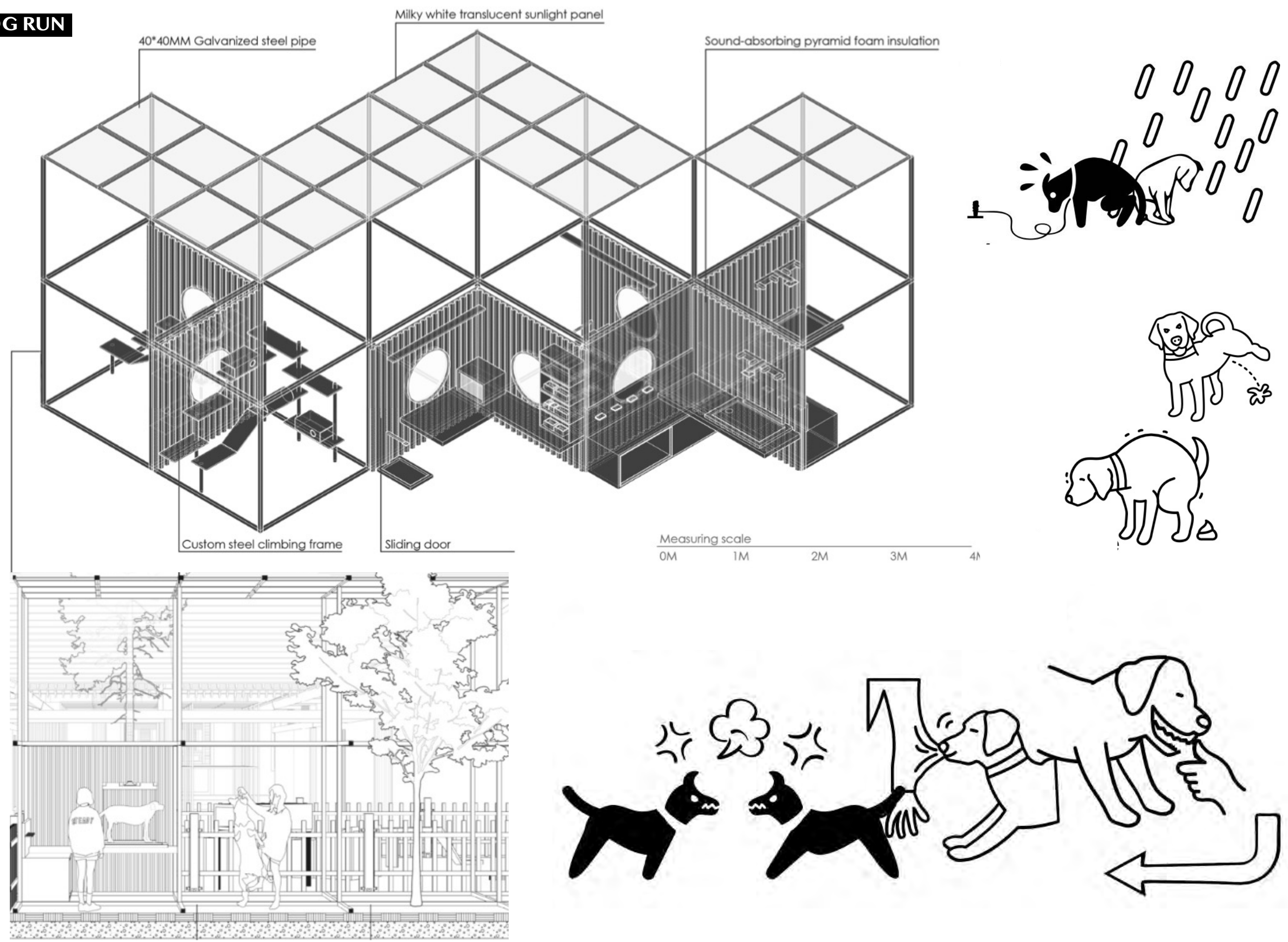
CANTEEN



PUBLIC FUNCTIONS: FLOOR EIGHT



DOG RUN





COUNCILING ROOM



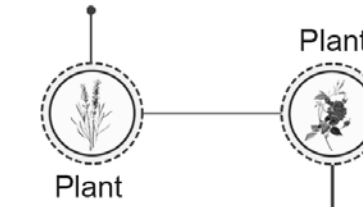
MEDIA ROOM



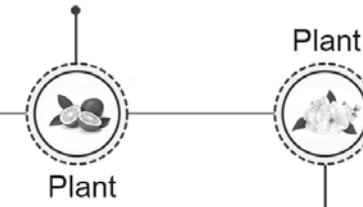


PLANTING PALETTE

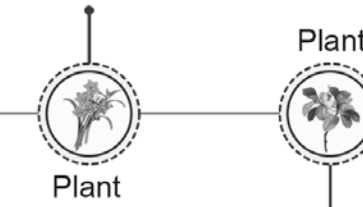
Lavender:
Reduces stress, helps you sleep, and calms you down.



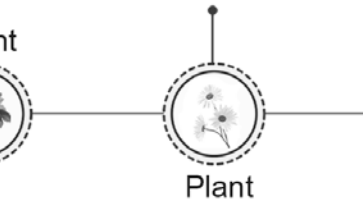
Lemon:
Change your mood when you are tired, refresh your mind and help clarify your thoughts.



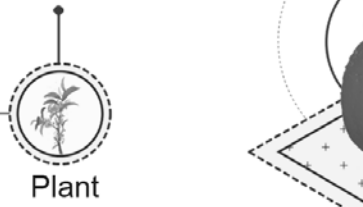
Daffodils:
It helps you sleep, balance your emotions, and relieve stress



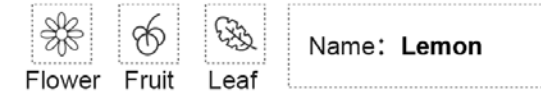
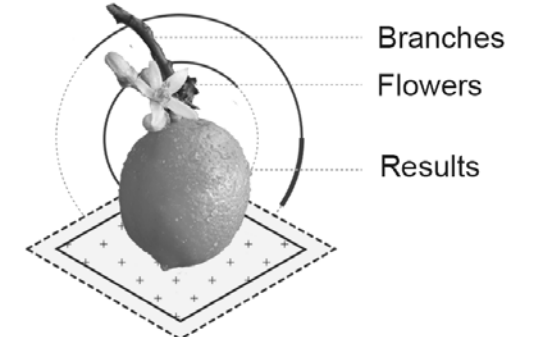
Chamomile:
1. chamomile aroma can clear heat and wind, can be used as an auxiliary treatment of headache.
2. Chamomile scent helps sleep, relieves inflammation and pain, and relieves insomnia caused by nerve itching.



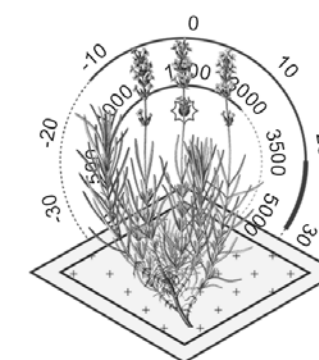
Osmanthus:
The compound in Osmanthus fragrans fragrance may help treat dementia and regulate high blood pressure.



Information



Name: Lavender



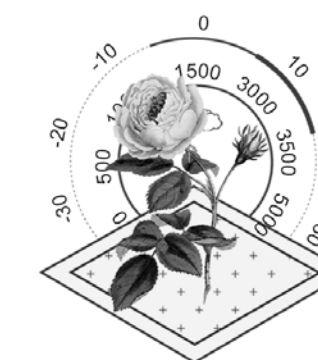
Growing environment

- Soil** - Suitable for slightly alkaline or neutral sandy soil.
- Water** - Lavender does not like water in its roots.
- Light** - Lavender is an all-day plant. It needs sufficient sunlight and a humid environment. The environment that can provide full sunlight is better. It can grow in half-day, but flowers are rare.

Humidity

- Comfortable temperature: 15°C-25°C
- It can grow at 5-30°C
- Leaf temperature above 25°C

Name: Rose



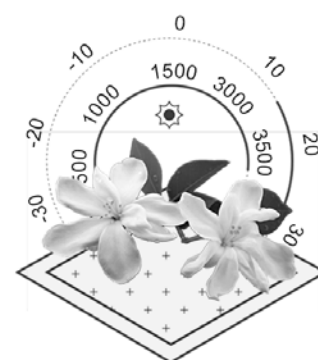
Growing environment

- Soil** - Neutral alkaline or micro-soil is the best, micro-acid soil can also
- Budding** - Rose Bud and germination requires an average temperature of more than 7 degrees.
- Environment** - Rose Adaptability, like the Sun and adequate cool ventilation, moderate rainfall environment.

Humidity

- Comfortable temperature: 15°C-25°C
- Most plants are hardy and can tolerate a wide range of temperatures above 10°C
- Leaf temperature above 25°C

Name: Jasmine



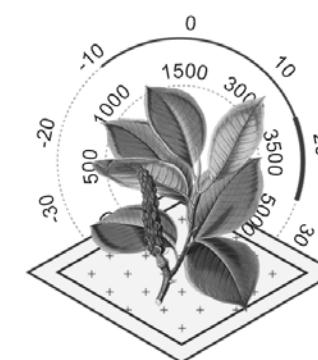
Growing environment

- Soil** - Jasmine like slightly acidic soil, to loose, fertile sandy soil is appropriate
- Water** - During the growth period, the soil should be regularly watered to ensure good water demand, keep see dry see wet. Air humidity should also be ensured, air humidity to maintain about 80%-90%.
- Light** - Jasmine is a light-loving long-day plants, more shade-tolerant, suitable for growth in half-shade environment

Humidity

- Comfortable temperature: 28°C-33°C

Name: Magnolia



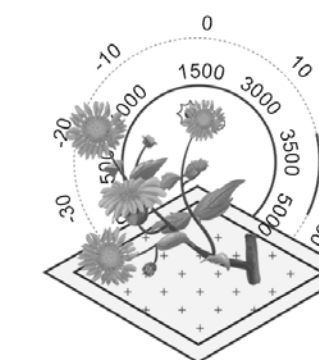
Growing environment

- Soil** - Good drainage is the key to the growth of Magnolia, which ensures good drainage and rich organic matter in the soil.
- Keep the environment suitable** - Provide adequate sunlight, good drainage, avoid high temperatures and excessively dry environment.

Humidity

- Comfortable temperature: 20°C-28°C

Name: Chamomile



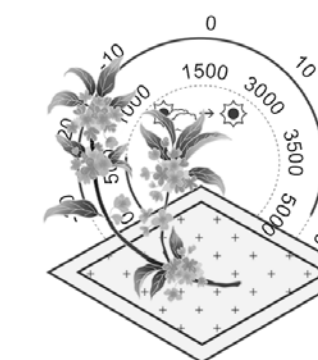
Growing environment

- Soil** - Chamomile is suitable for growing in soil with good permeability. It can be mixed with garden soil and river sand.
- Sunshine** - It is very light-loving, in the breeding time to let it see enough sunshine.
- Water** - Water the soil when it dries, once a week.

Humidity

- Comfortable temperature: 15°C-18°C

Name: Osmanthus



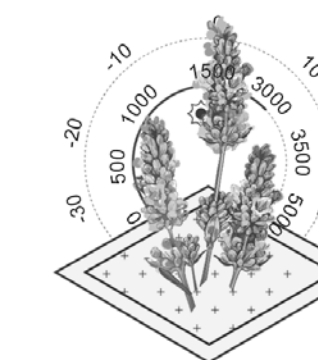
Growing environment

- Soil** - Osmanthus fragrans requires suitable soil, good permeability and adequate nutrients. It is suggested to use peat soil, garden soil, river sand soil and organic fertilizer.
- Sunshine** - Osmanthus sweet-scented osmanthus love light, the need for adequate light scattering, at least 6 hours a day more than the direct sunlight, summer shade to avoid strong direct light.
- Water and fertilize** - Reasonable watering and fertilization is the key to sweet-scented osmanthus growth, watering should follow the principle of see dry see wet, ensure the soil moist but avoid water accumulation, fertilization should be thin fertilizer.

Humidity

- Comfortable temperature: 15°C-30°C

Name: Violets



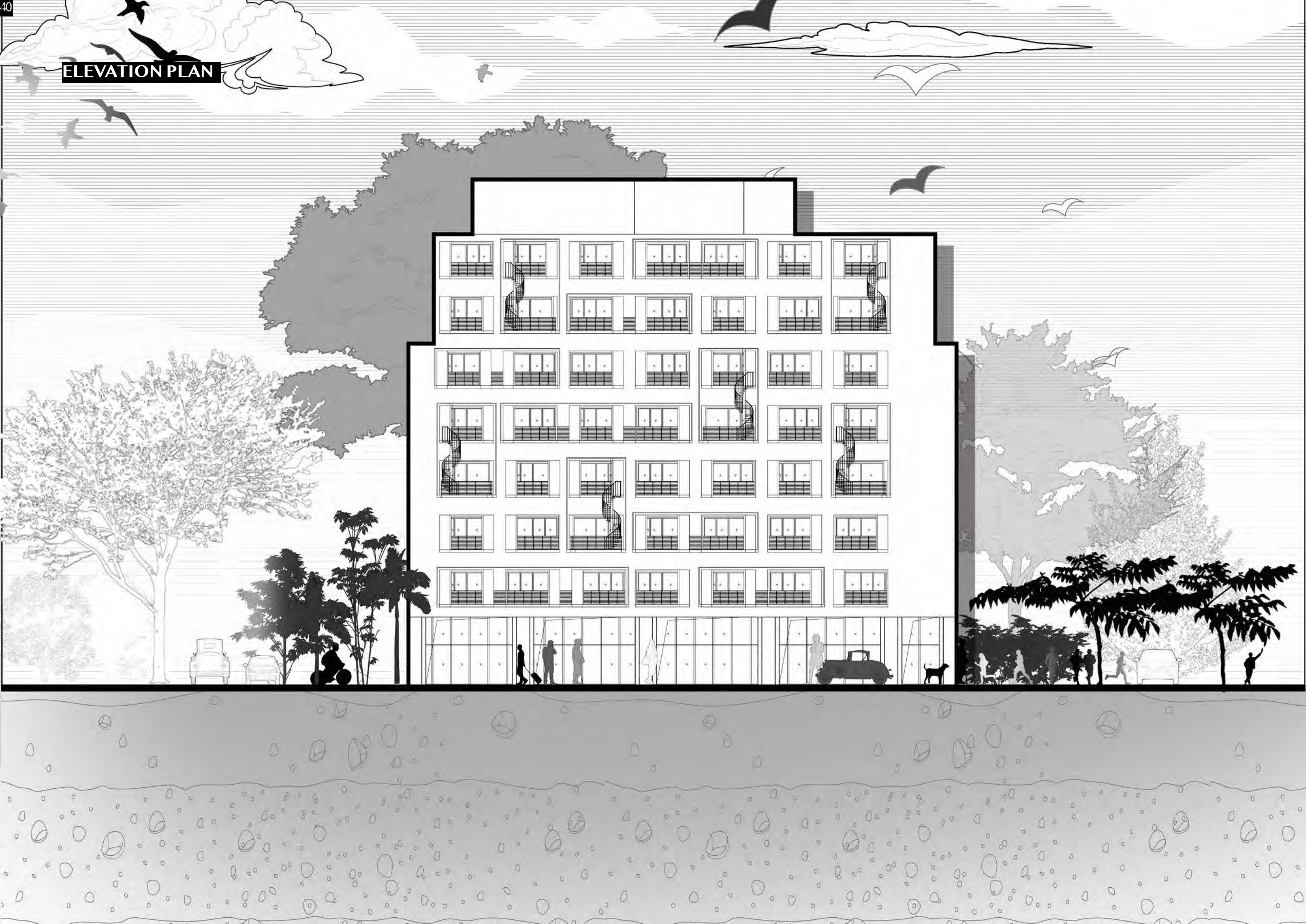
Growing environment

- Soil** - Violets like fertile, well-drained soil, preferably fertile, well-drained slightly acidic soil.
- Sunshine** - Violets need moderate light to avoid exposure to the sun.
- Water** - Violet to water demand moderate, avoid waterlogging.
- Fertilize** - Growth period every 7-10 days to apply a thin liquid fertilizer or special flower fertilizer, nitrogen, phosphorus and potassium fertilizer ratio appropriate.

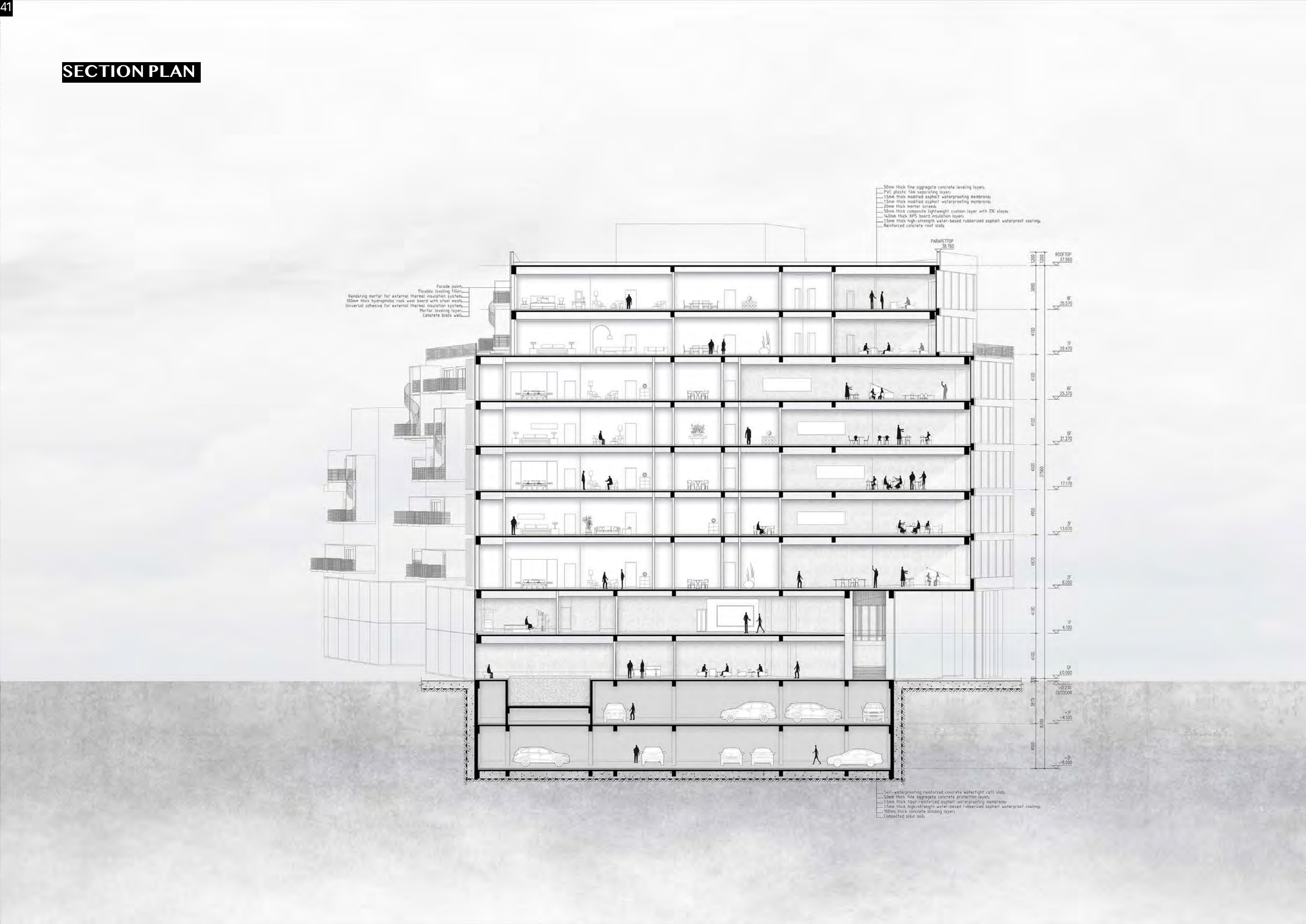
Humidity

- Comfortable temperature: 15°C-24°C
- The maximum is not more than 27°C
- The lowest is not less than 10°C

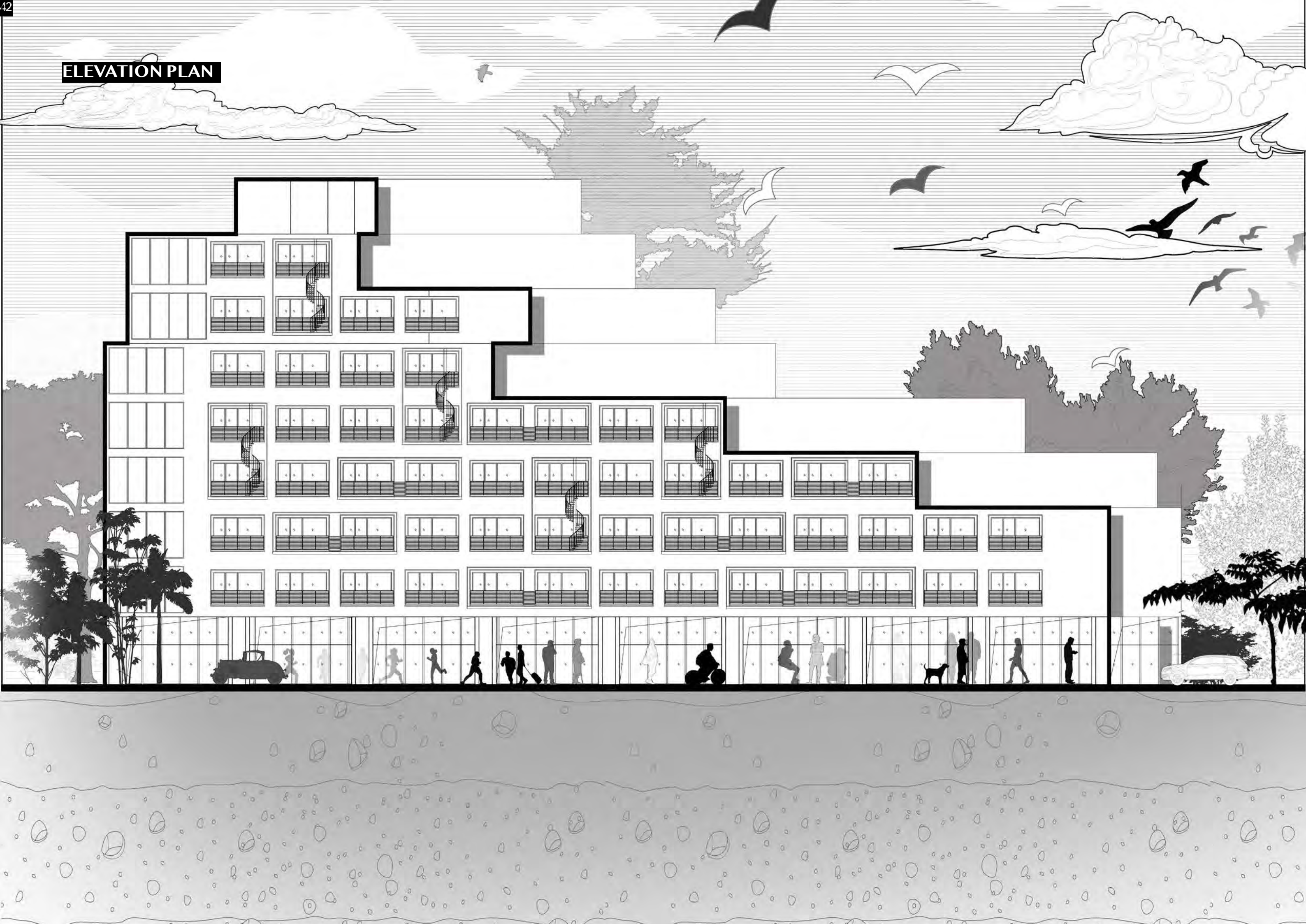
ELEVATION PLAN



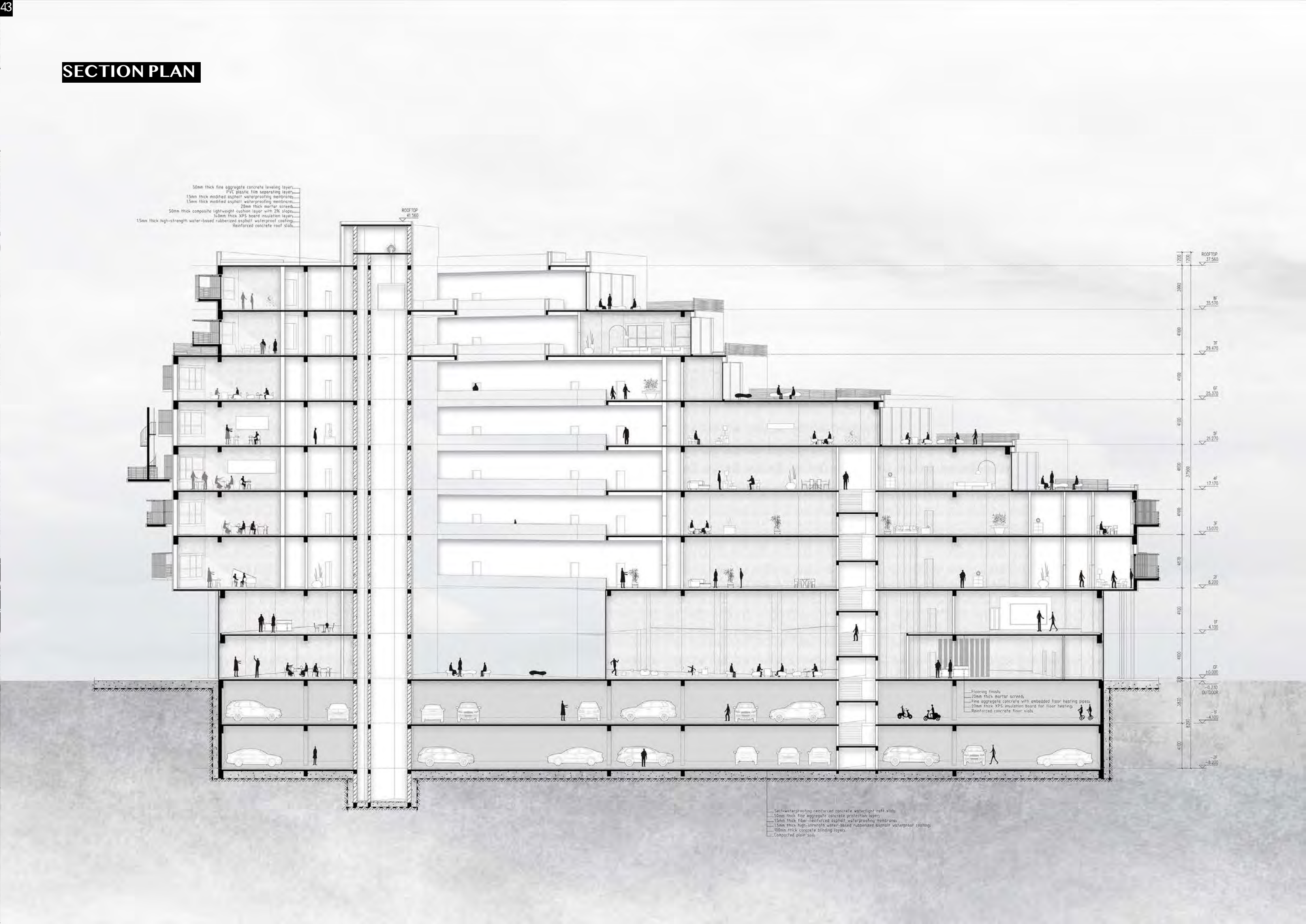
SECTION PLAN



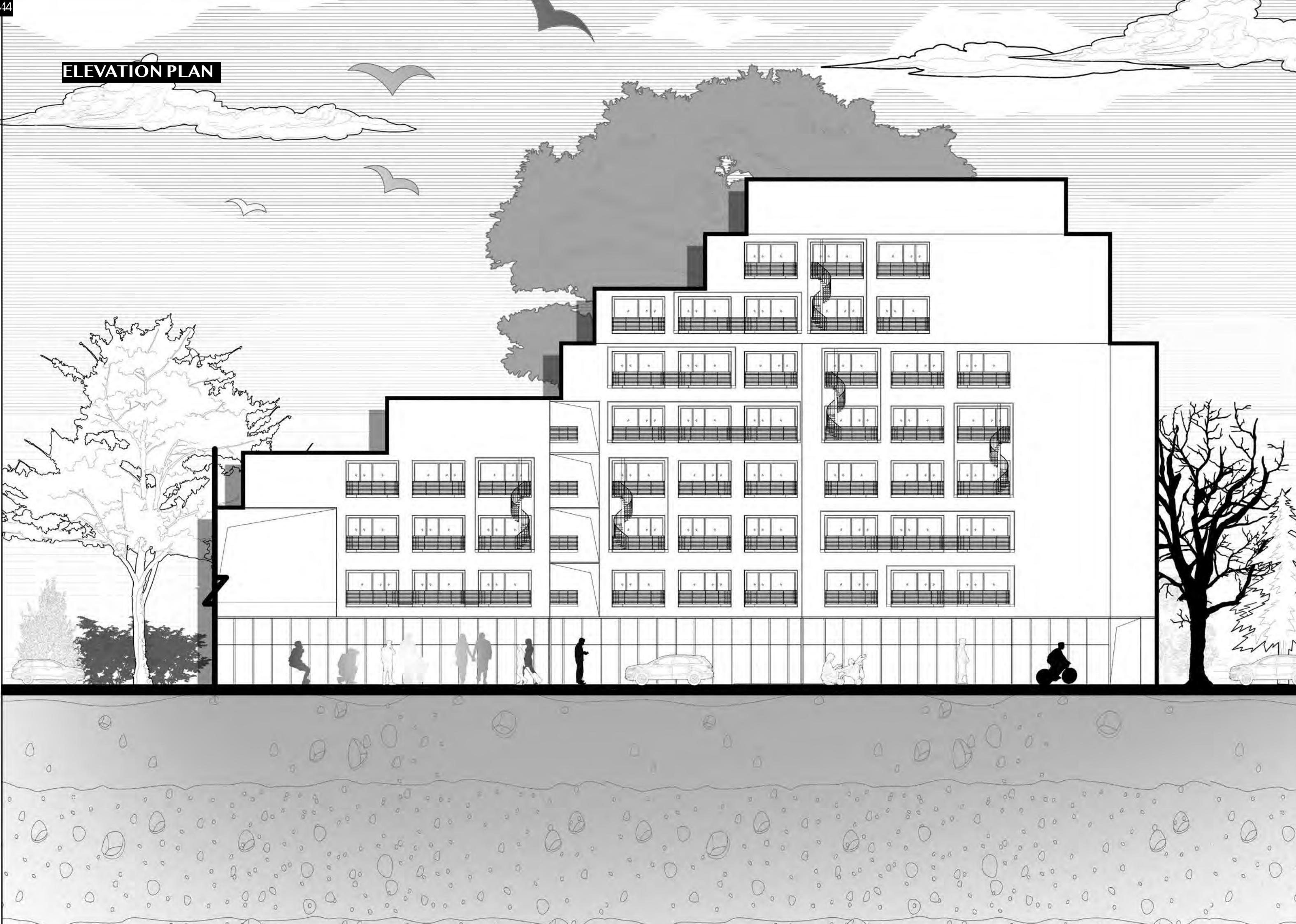
ELEVATION PLAN



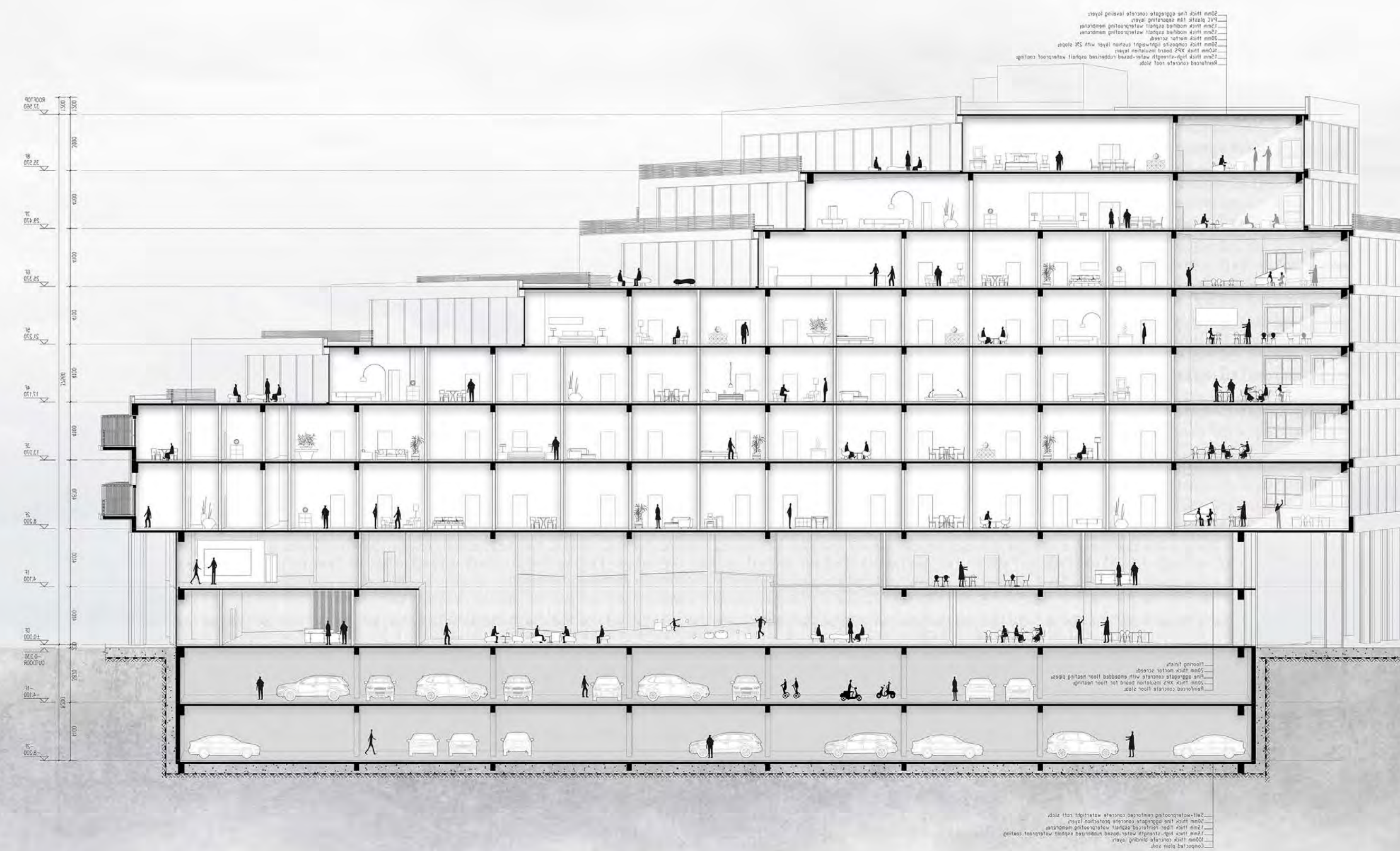
SECTION PLAN



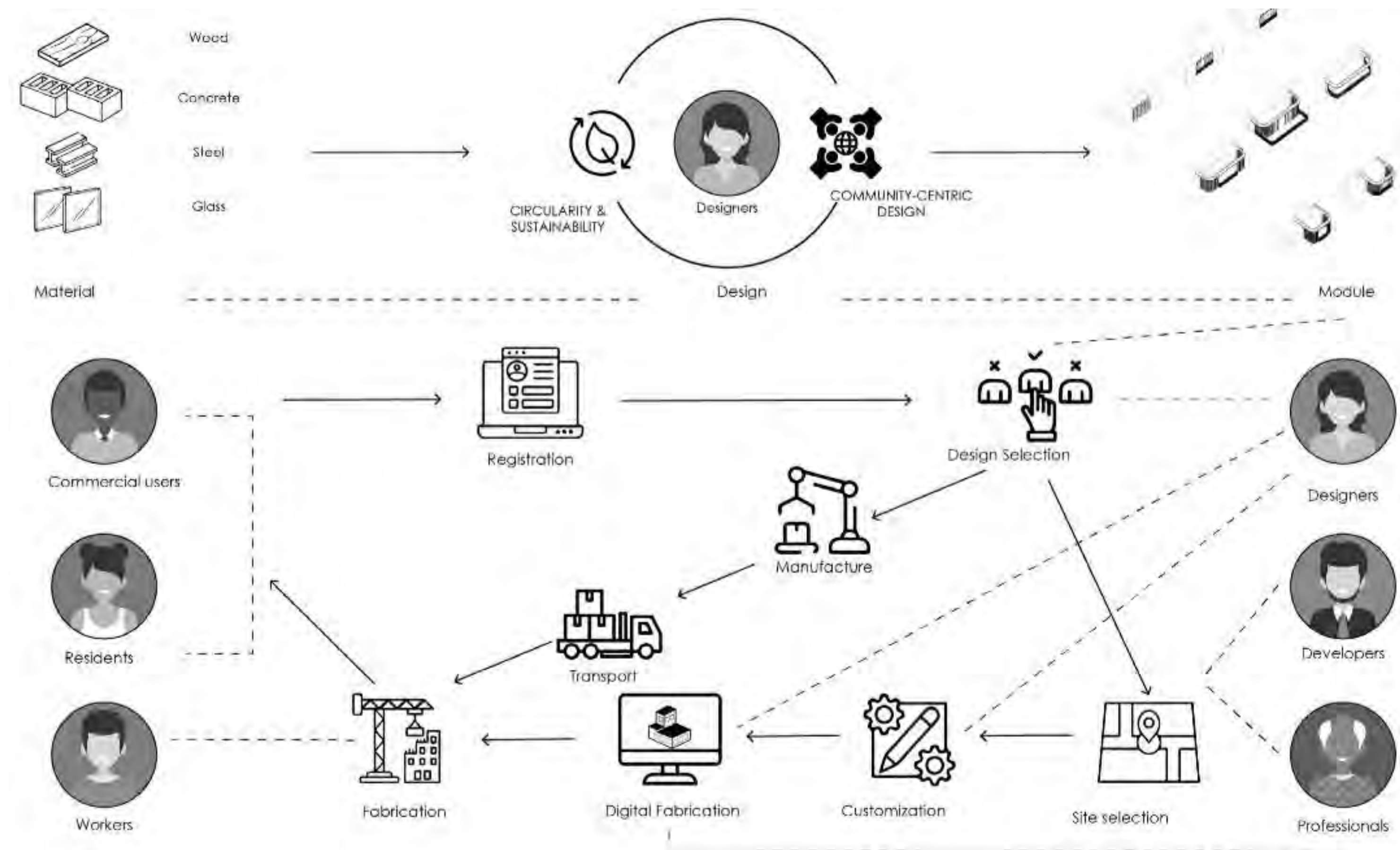
ELEVATION PLAN



SECTION PLAN



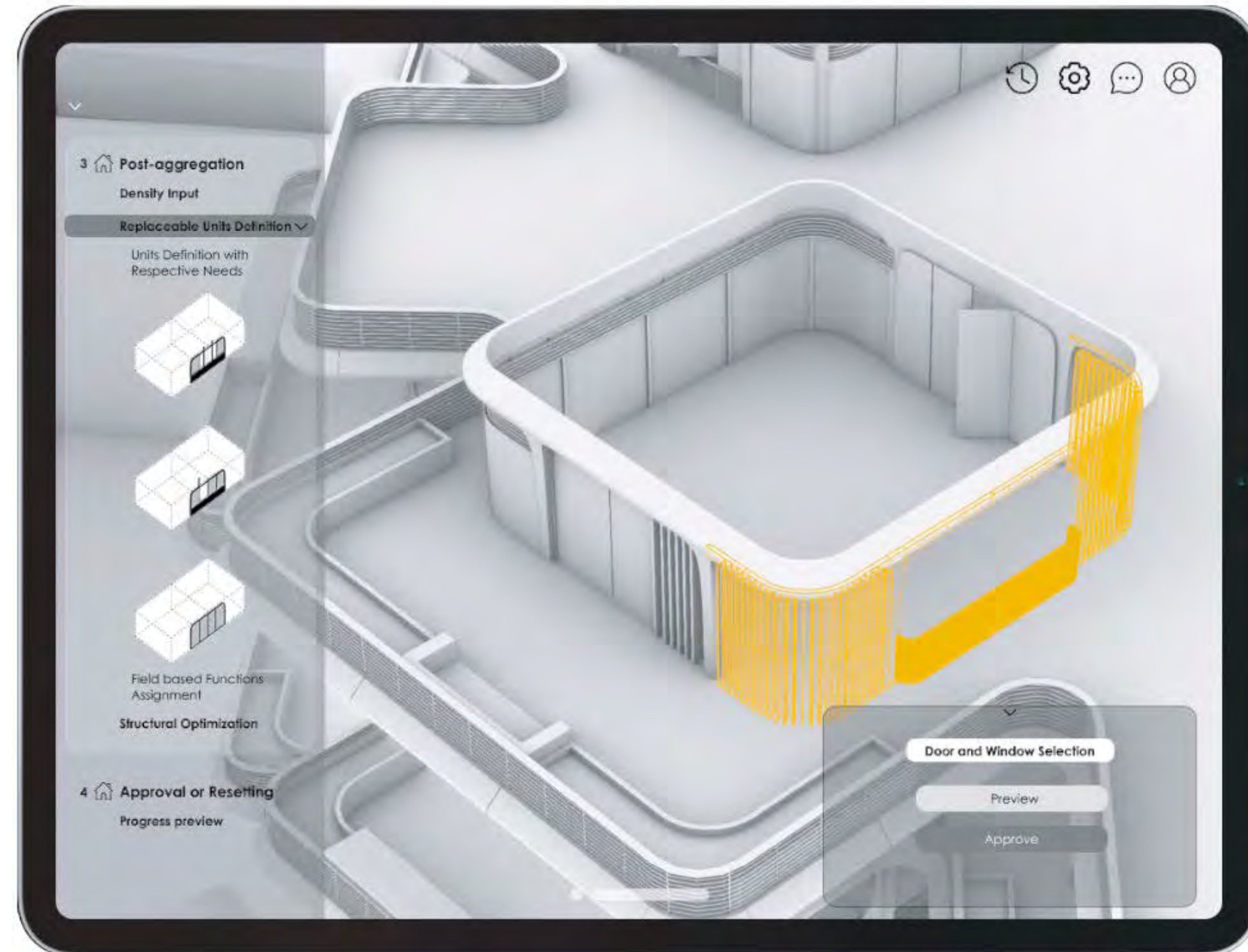
III. LIVING UNITS



CUSTOMIZED APP

STEP ONE:

Selecting the desired windows and doors for adequate ventilation and light



STEP TWO:

Selection of customized balconies made of sustainable digital timber



STEP THREE:

Customized Furniture Options to Create a Unique Home Style



LIVING UNIT PROTOTYPE DESIGN

Window opening method

Balcony types

Balcony option 1 to 7

2 units
4.5M*9.0M
40.5M^2

4 units
9.0M*9.0M
81M^2

6 units
9.0M*13.5M
121.5M^2

Prototype 1: Studio + Balcony option 1

Prototype 2: Studio + Balcony option 3

Prototype 3: Studio + Balcony option 4

Prototype 4: 3 bedroom+1 bathroom + Balcony option 1

Prototype 5: 2 bedroom+1 bathroom + Balcony option 4

Prototype 6: 3 bedroom+1 bathroom + Balcony option 5

Prototype 7: 3 bedroom+2 bathroom + Balcony option 4

Prototype 8: 2 bedroom+2 bathroom + Balcony option 6

Prototype 9: 3 bedroom+2 bathroom + Balcony option 6

SPATIAL ANALYSIS OF LIVING UNITS

Prototype 1: 2 units+balcony option 1

Prototype 2: 4 units+balcony option 1

Prototype 3: 6 units+balcony option 1

Customized Studio 1: Suitable for 1-2 people

Customized Studio 2: Suitable for 1-2 people

Customized Apartment 1: Suitable for 3-4 people

Customized Apartment 2: Suitable for 2-3 people

Customized Apartment 3: Suitable for 3-4 people

Customized Apartment 4: Suitable for 2-4 people

Legend:

- Bedroom
- Working Space
- Storage
- Dining Room
- Kitchen
- Toilet
- Living Room
- Rumpus Room

LIVING UNITS' FLOW LIVE & PLAN & LIVING CROWD

Green Roof

Outdoor wood flooring

Outer Skin

Facade Eave Overhang

Cantilever Balcony

Flip Window

Precast Concrete Beams with Cherry Wood Cladding

MEP Lines Enclosed

Walnut Floor

Timber Facade Skin

Rotatable Timber Louvers

Outdoor Wood Flooring

Lawn Planting

Timber Louvers

Water heating pipe

Optimised Concrete Slab

Steel Truss

Facade Eave Overhang

UNITS STRUCTURE DETAIL EXPLOSION DIAGRAM

Interior

Balcony

Addon

Jason Wang
23
International Student
'Rent is lower than student housing'

Julia&Mia
25&28
Vlogger and her assistant
'The best balance between work and personal'

Jing
26
Model
'Facilitate travel needs'

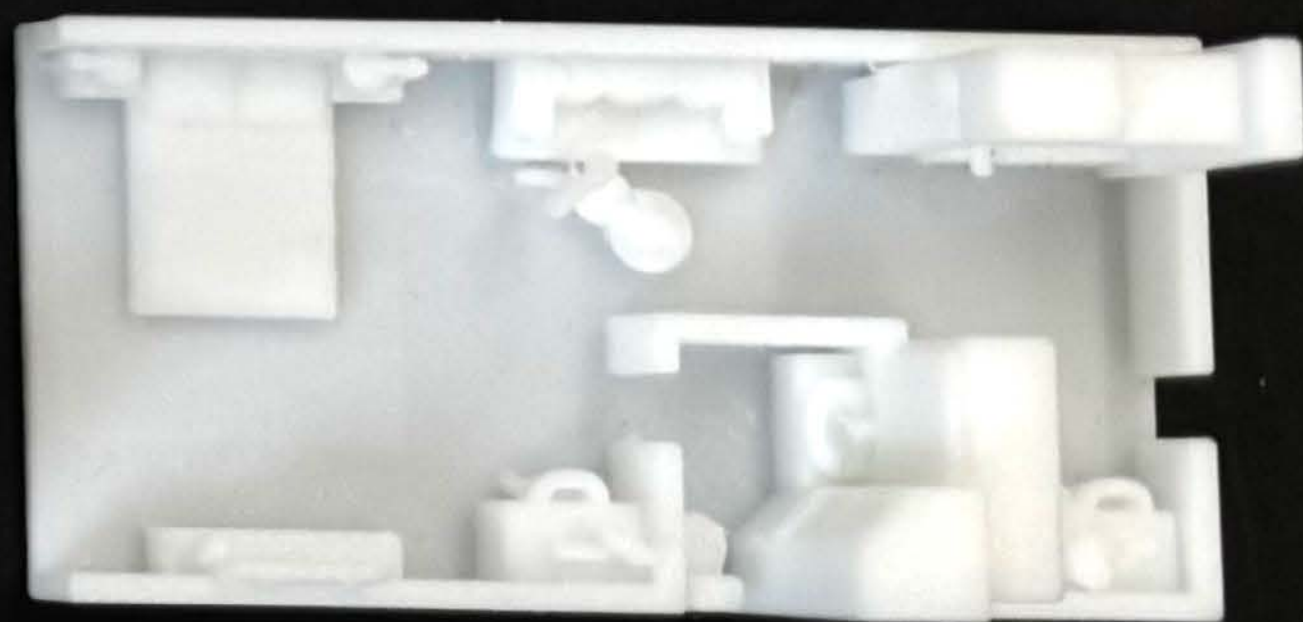
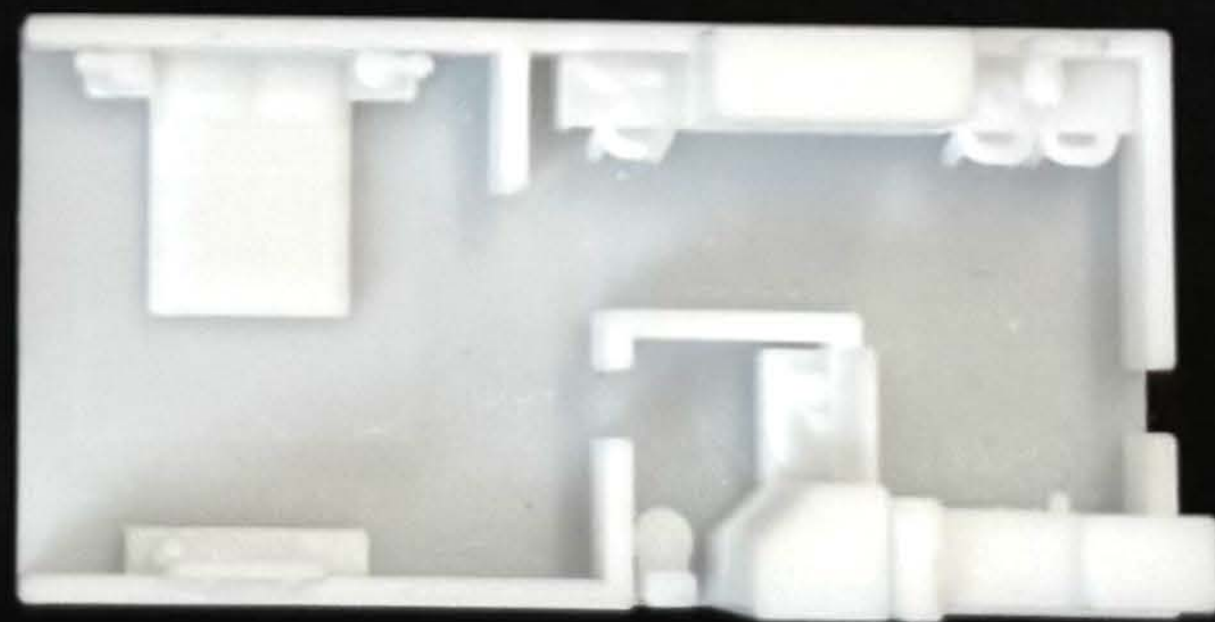
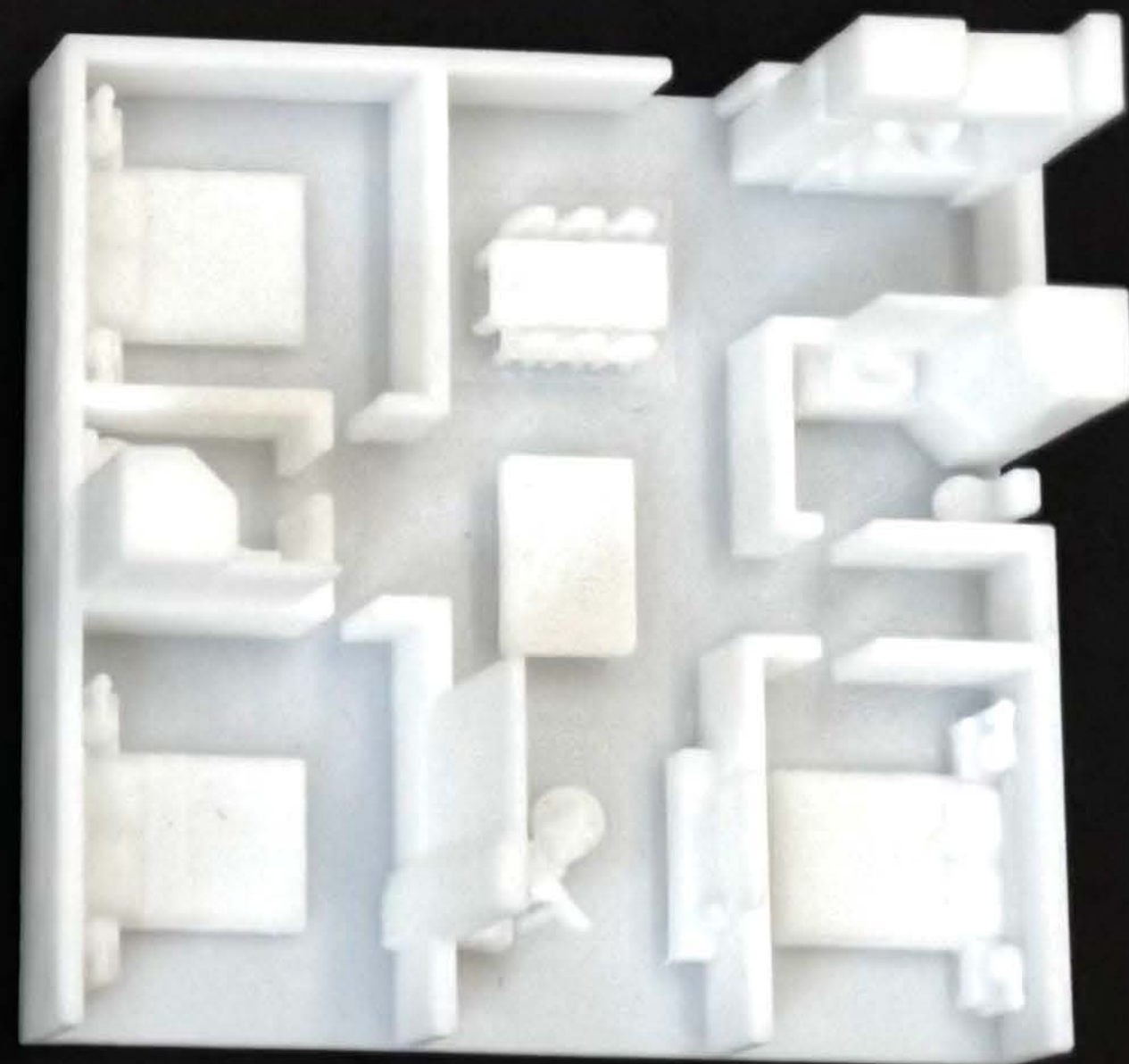
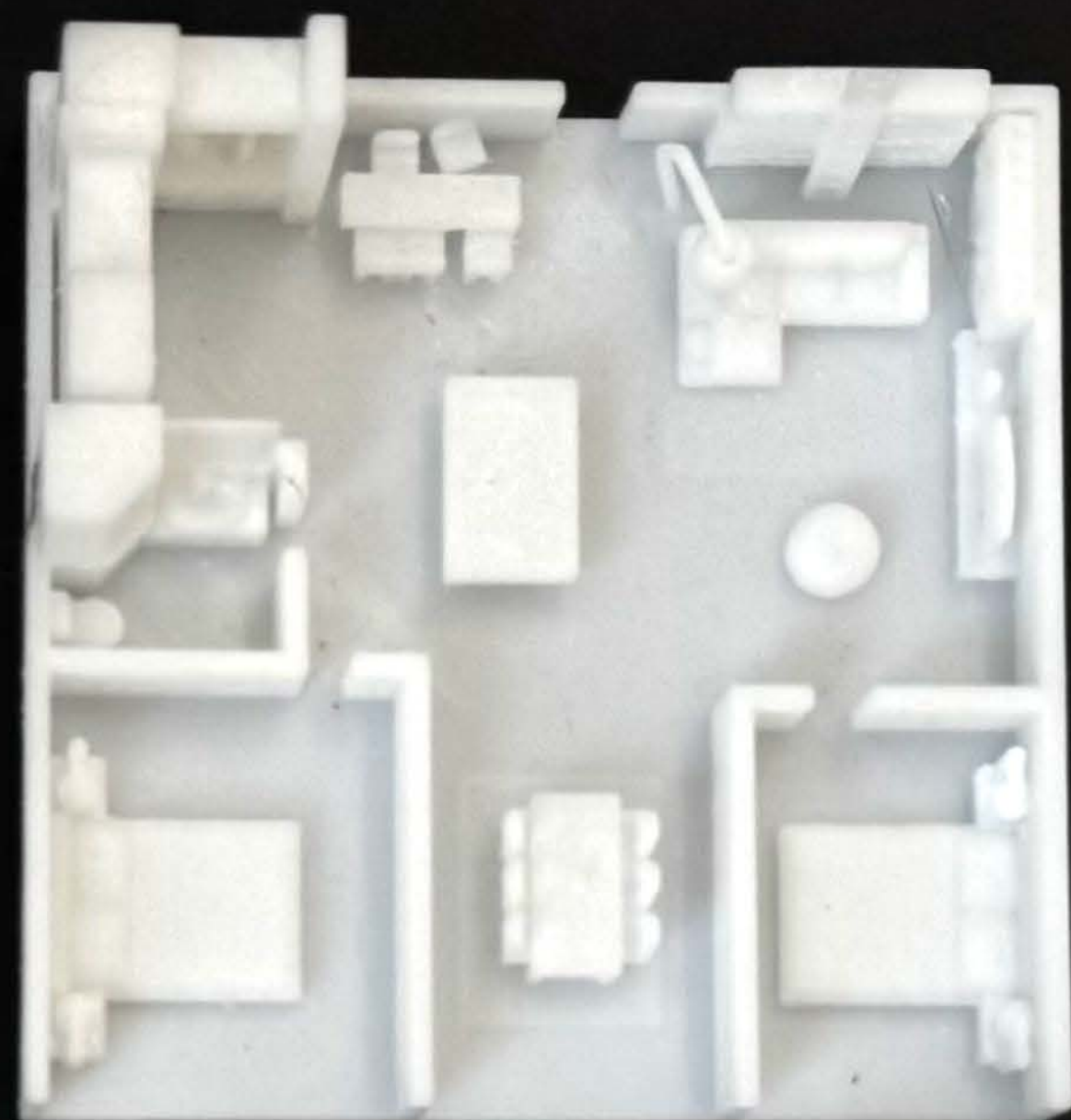
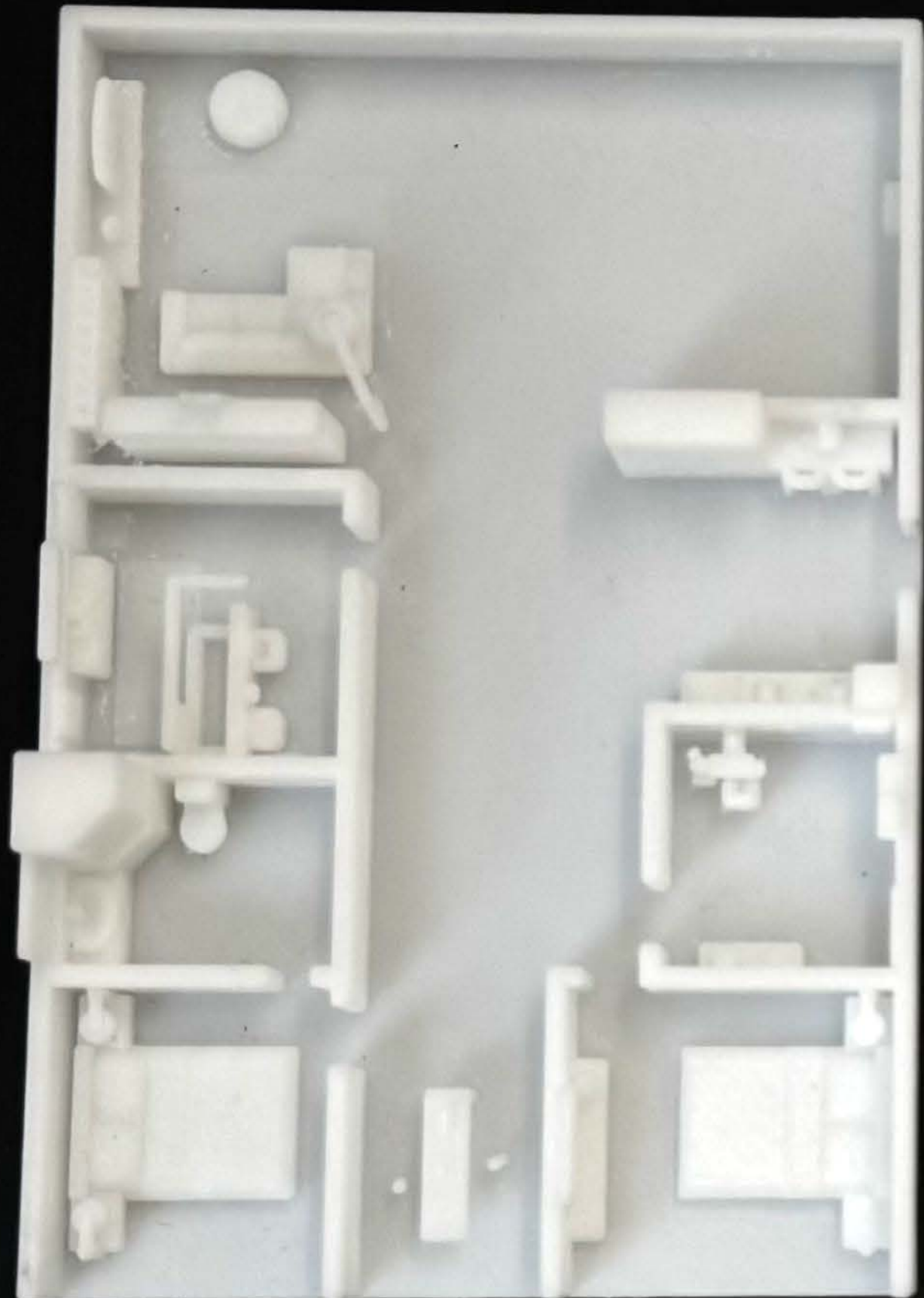
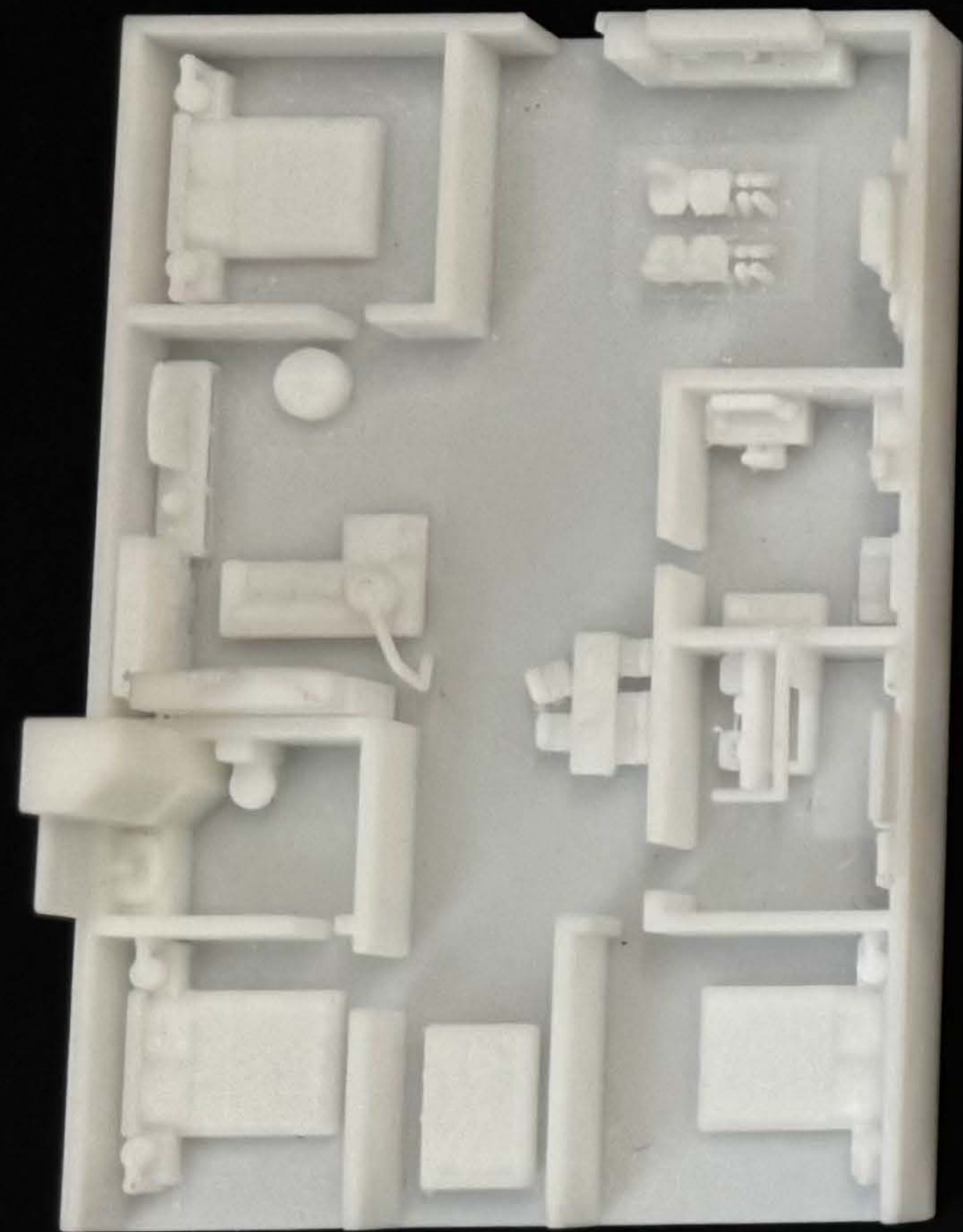
Chris
26
Architect
'Customized requirements'

Jesu&Ash
32&34&25
Actor couple
'Contact with people brings a new spark'

Eduardo&Eirena&Melina
32&34&25
Accountants and baby
'Newborns always need space'

Peter&James&George
32&34&21
Fitness instructor
'happy with what he has achieved in life and in the gym'

John&Paul&Ringo
22&24&25
Banamite
'Live together and compose music'



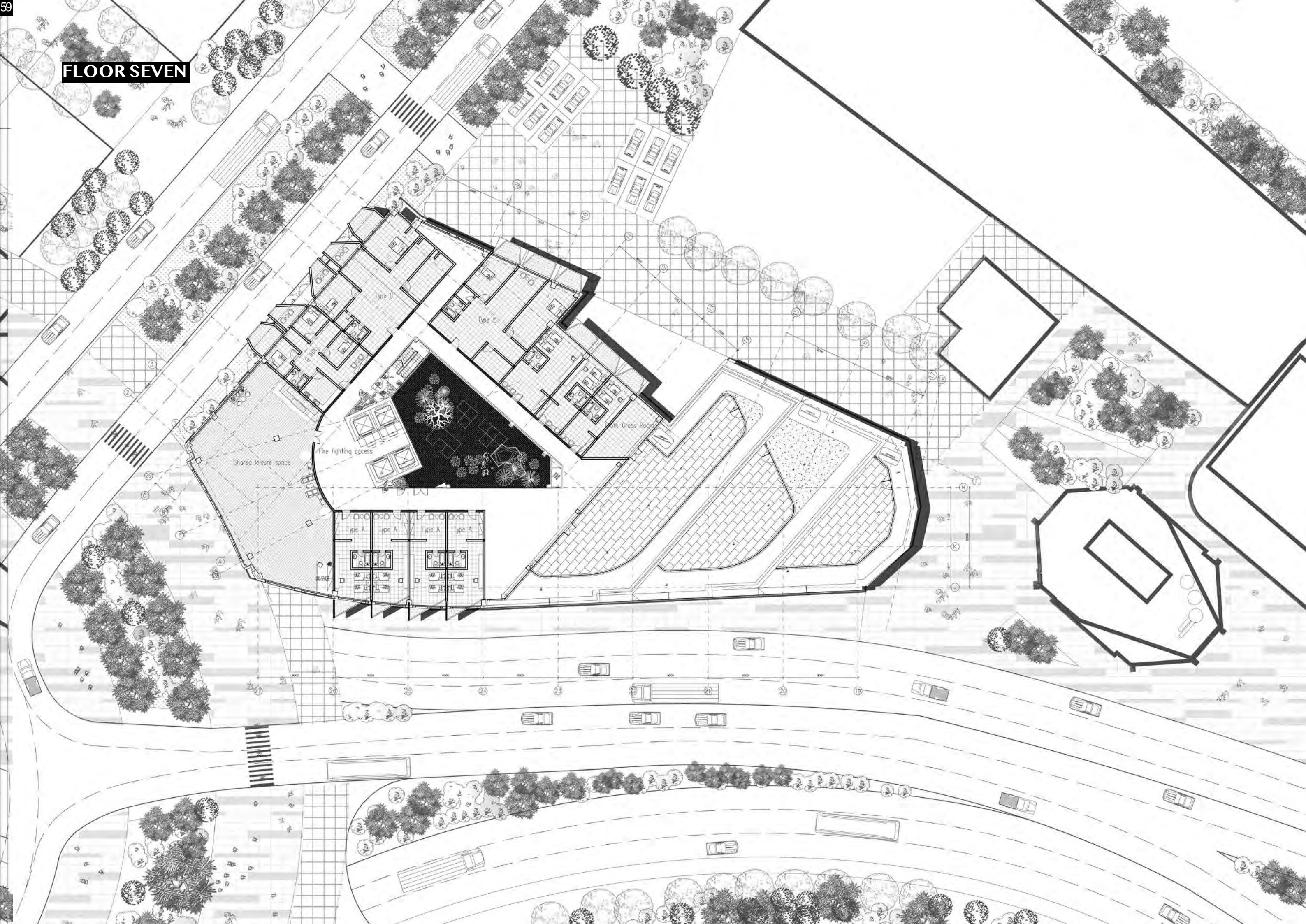
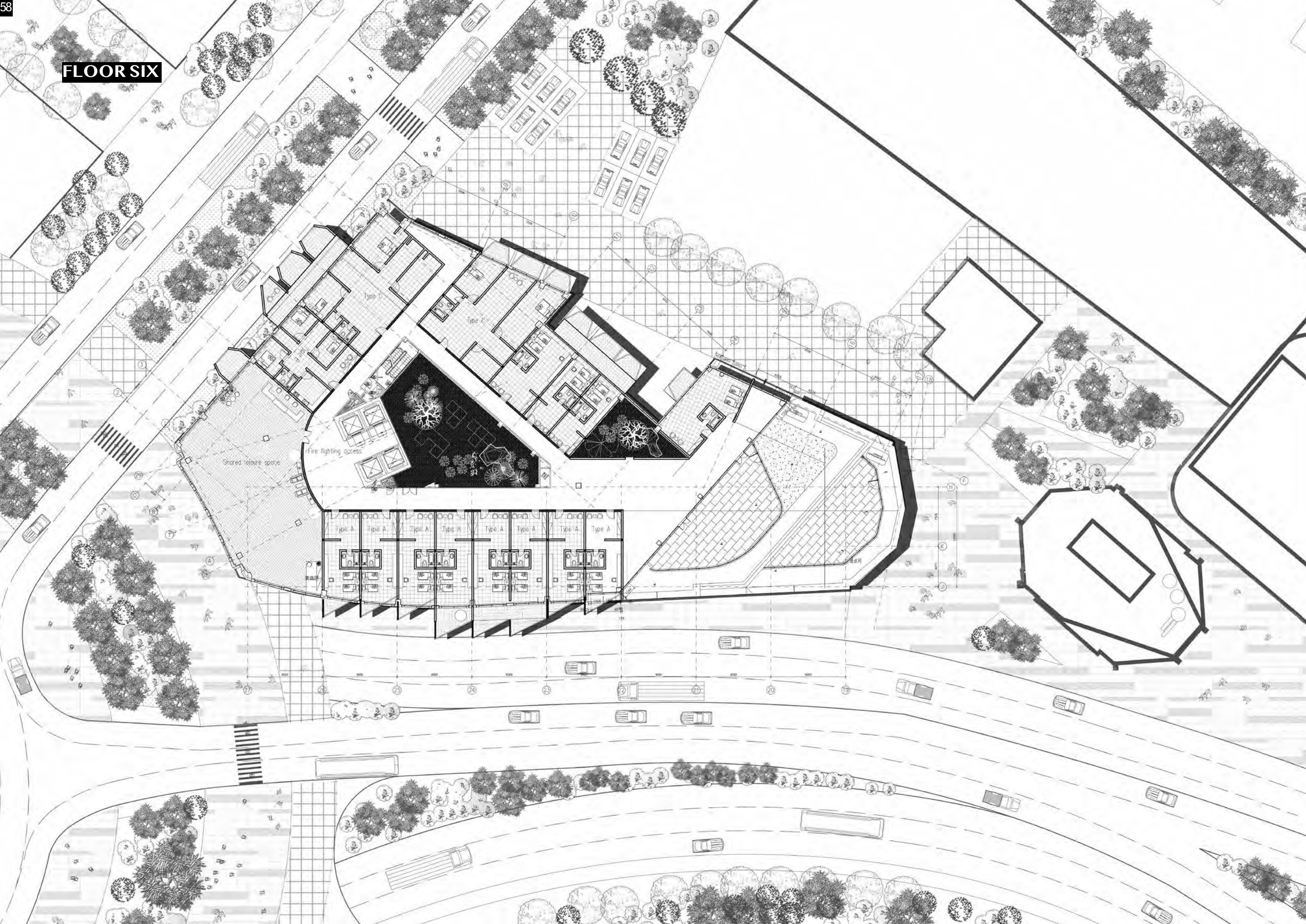


FLOOR FOUR



FLOOR FIVE





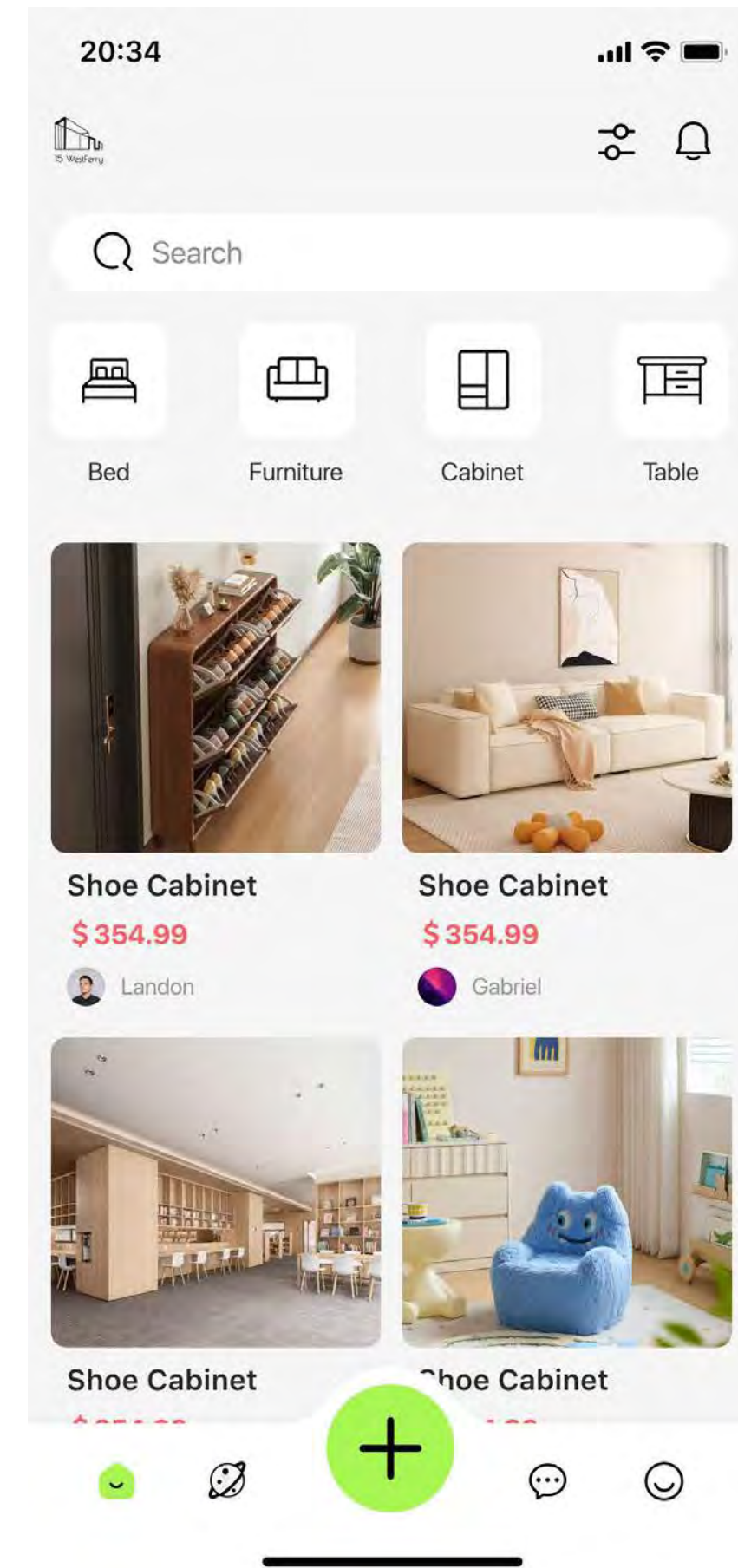




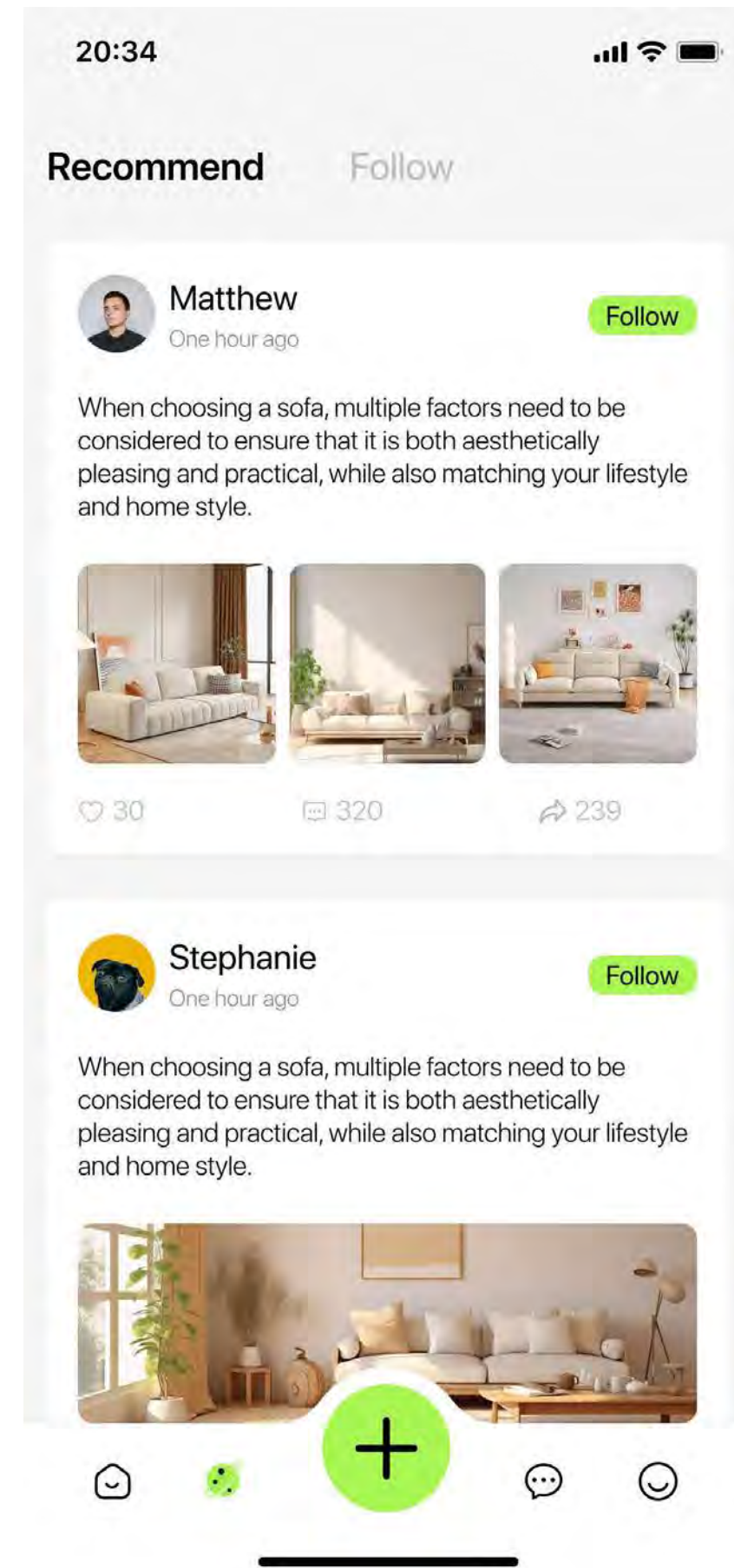


FURNITURE REPLACEMENT SYSTEM

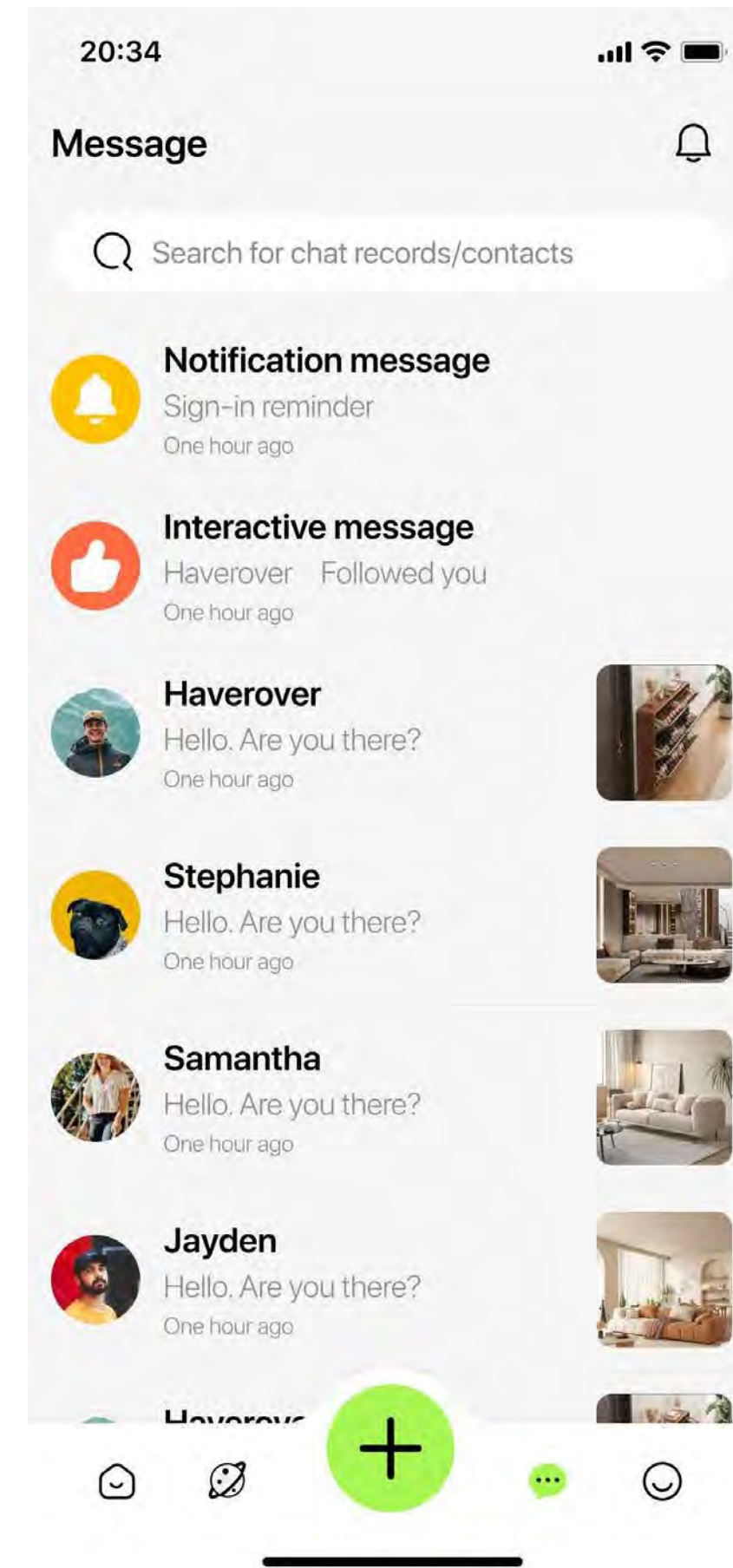
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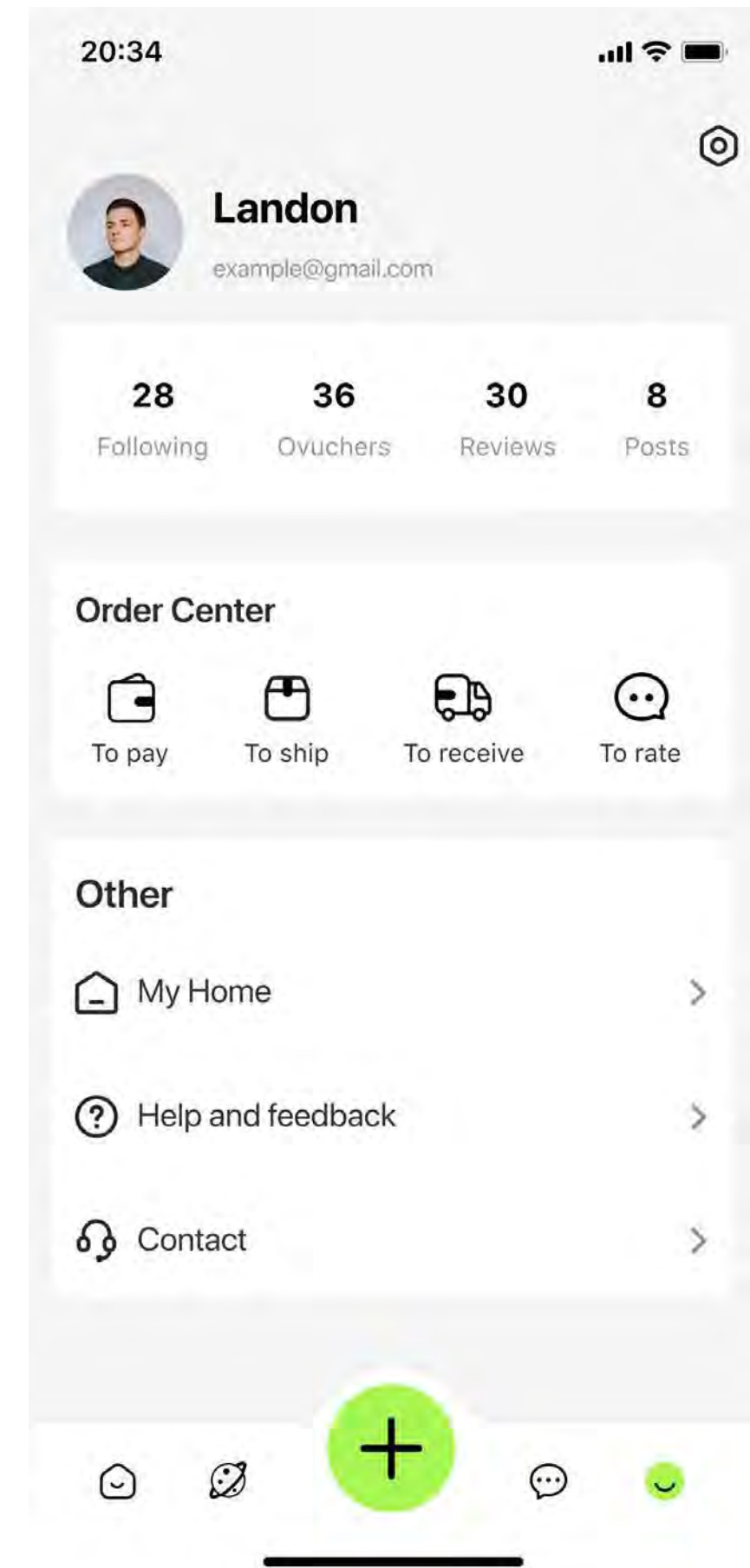
02



03



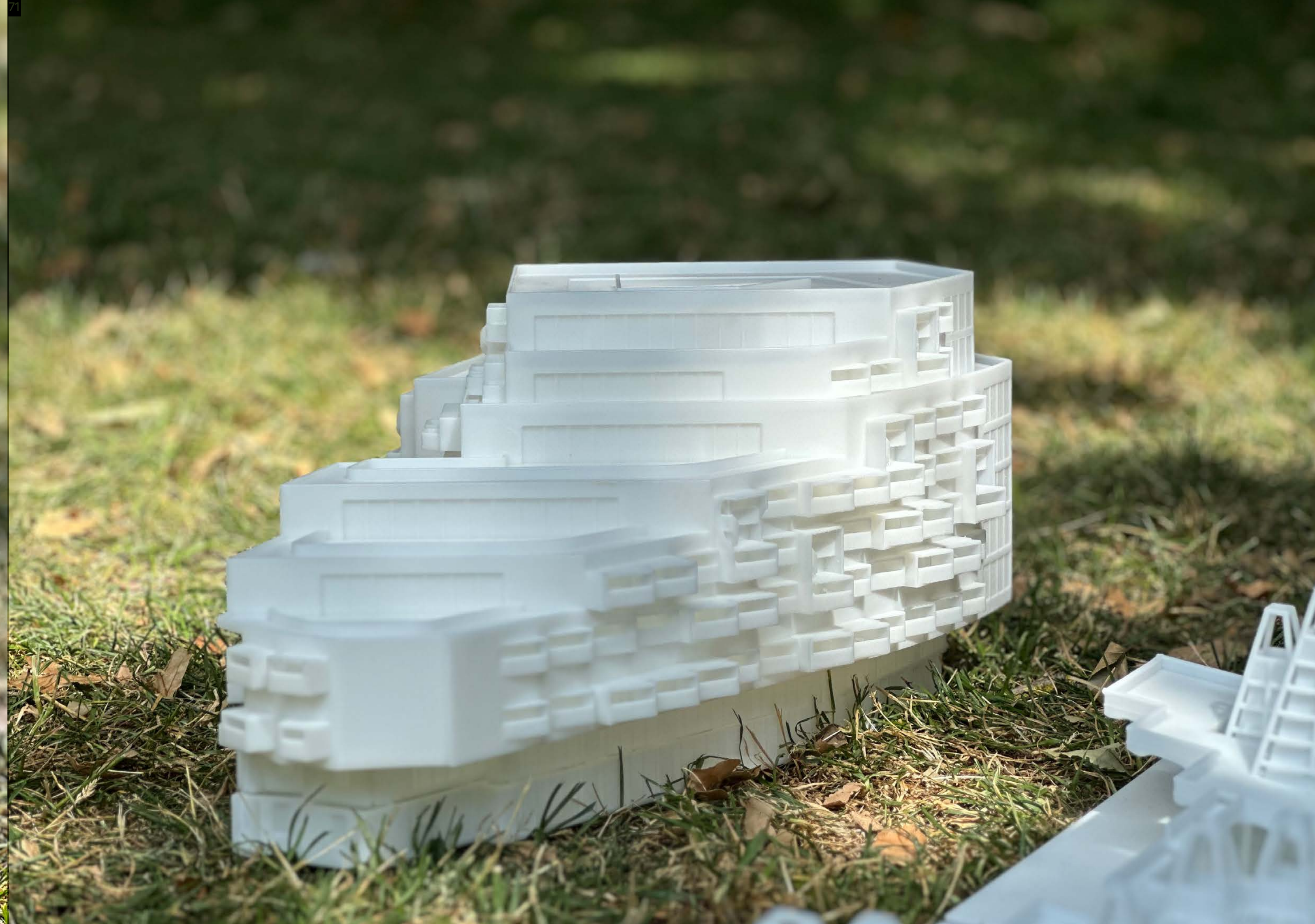
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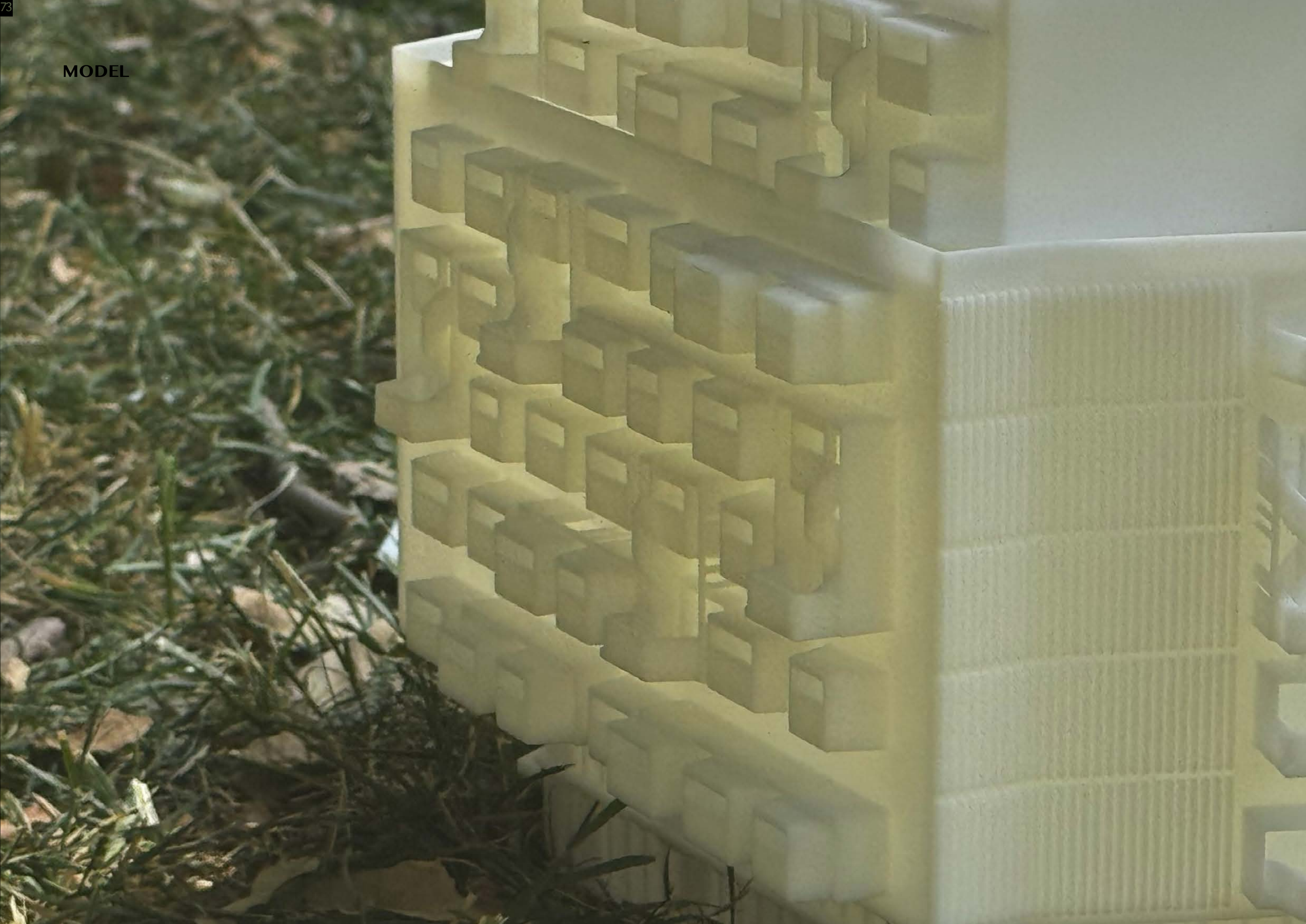


IV. FINAL MODEL



3D PRINT MODEL





MODEL

MODEL

