

# INTERIOR PORTFOLIO

CHI XU

2020 - 2021



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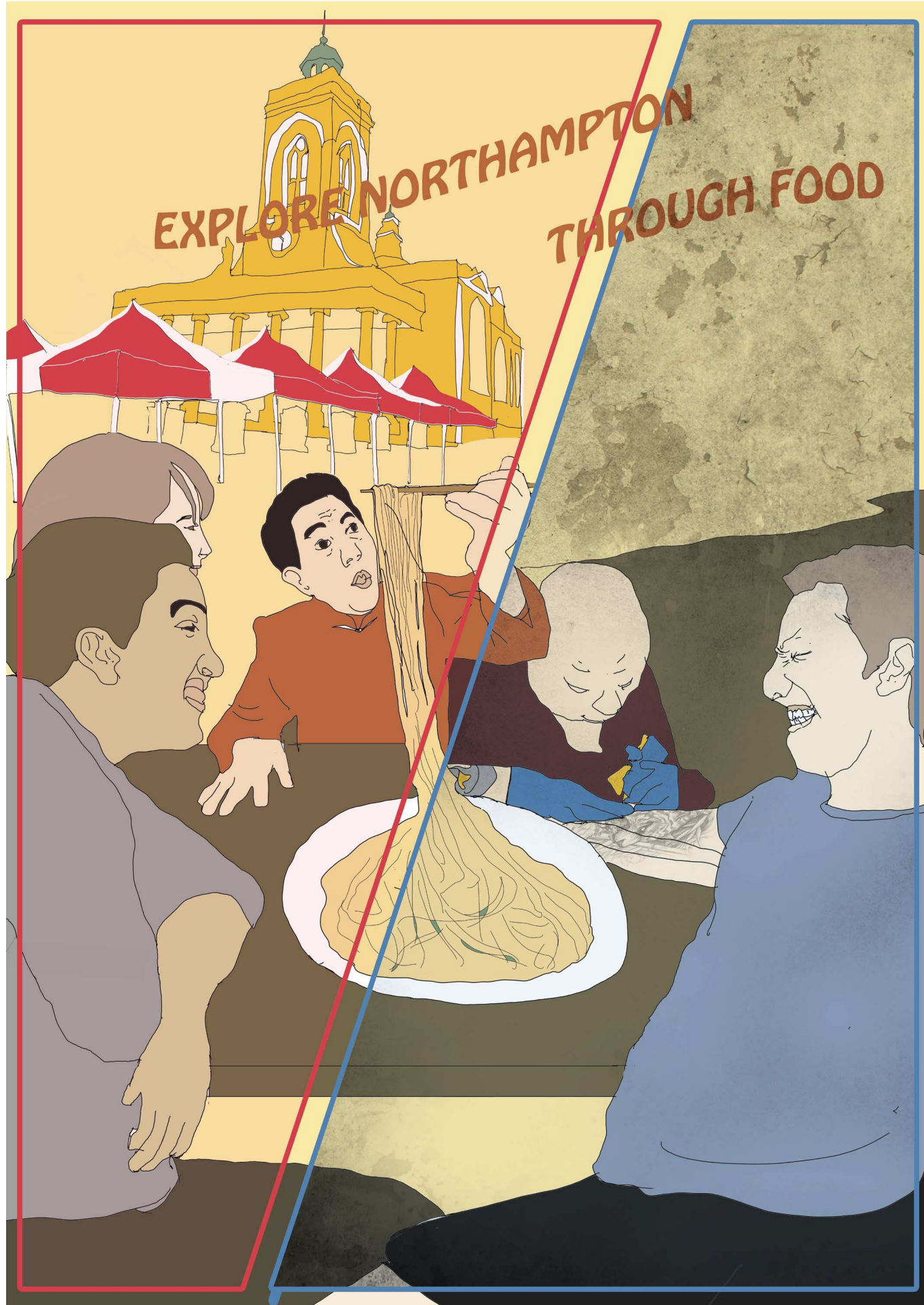
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## PROJECT STATEMENT



Can a town's changing food culture provide a new identity for its future? When the unique food feature is fading away, and the retail shops struggle to survive, what are the new retail models for the future?

Like most other traditional towns in the UK, Northampton's traditional food culture has been forgotten and lost by locals and replaced by countless fast-food restaurants and exotic food cultures in the high street.

With many retail stores struggling to survive in the town centre, the project seeks to explore Northampton's changing identity through food and provide bookable dining spaces inside local shops, which the local community can use for parties, celebrations and social gatherings.

Whilst local people will be able to explore and celebrate their local food identity; local business owners will have the opportunity to adapt traditional retail business models to involve more diverse uses of space and income generation.

# SITE PLAN

Northampton Town Centre

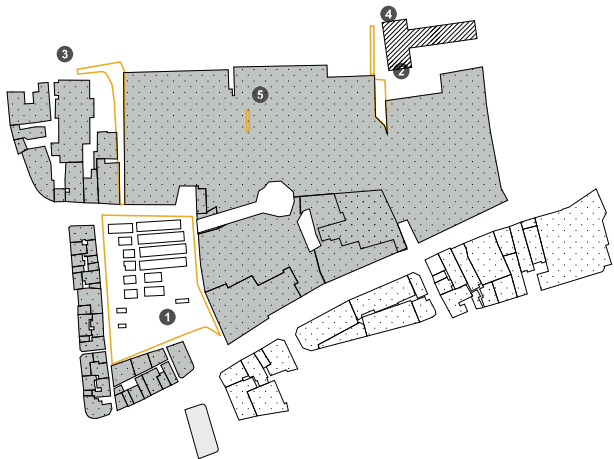
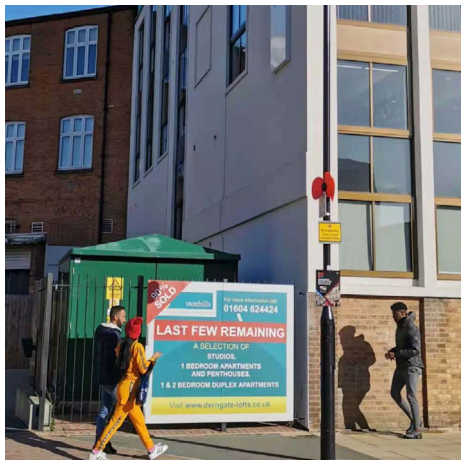


- Main Building
- > Circulation
- High Street
- Path
- National Road
- Retail
- Cultural Art
- Residential
- Mix-Used
- Park
- Water
- Scale 1:3500



# PHOTOGRAPHIC SITE SURVEY

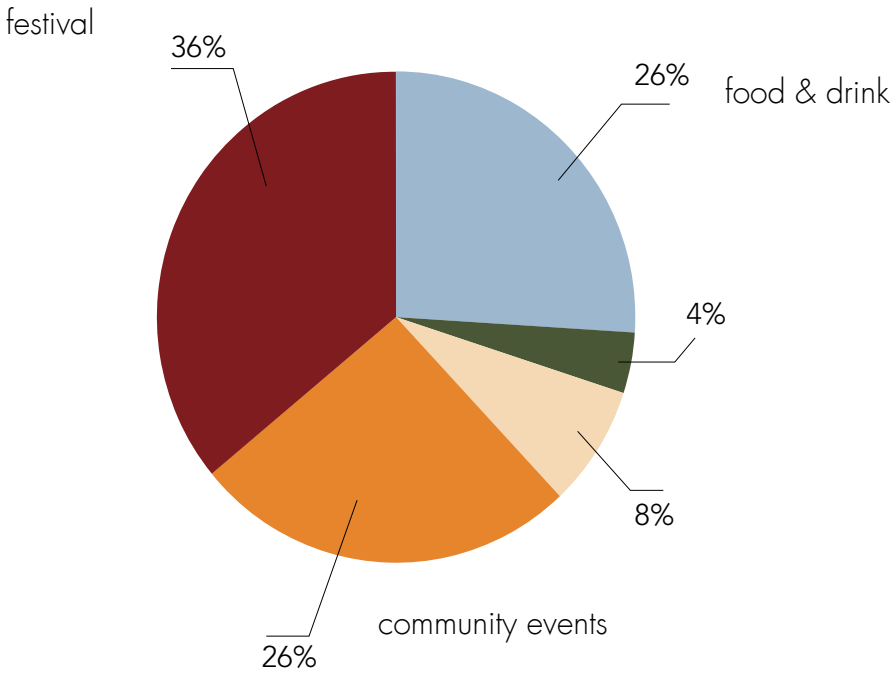
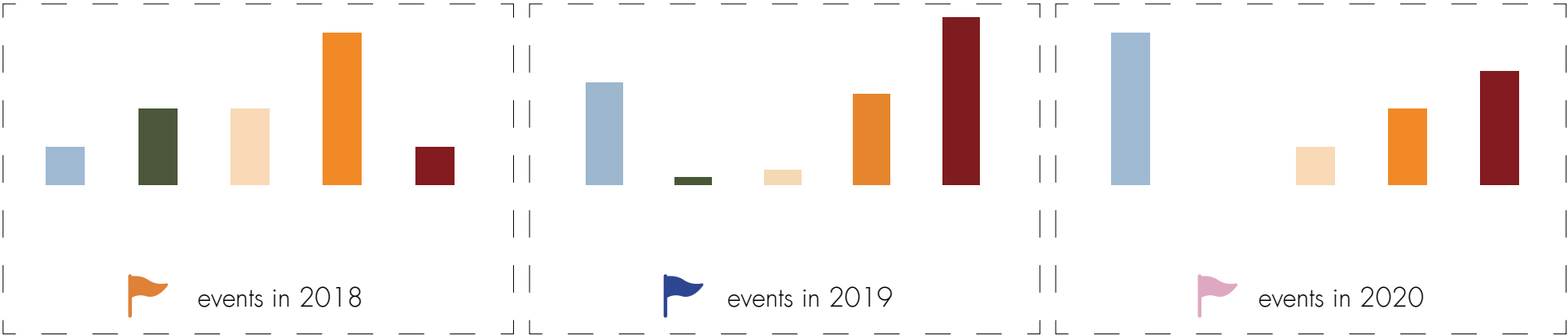
Vacant Shops For Sale In Northampton Town Centre





# SITE ANALYSIS

## Public Events in Northampton



Reference:  
 WEST NORTHAMPTONSHIRE COUNCIL,Event, [online] <https://www.northampton.gov.uk/events/200241/events> [accessed 16 May 2021]

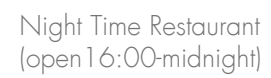
## Resturants in Northampton Town Centre

## Resturants in Northampton Town Centre



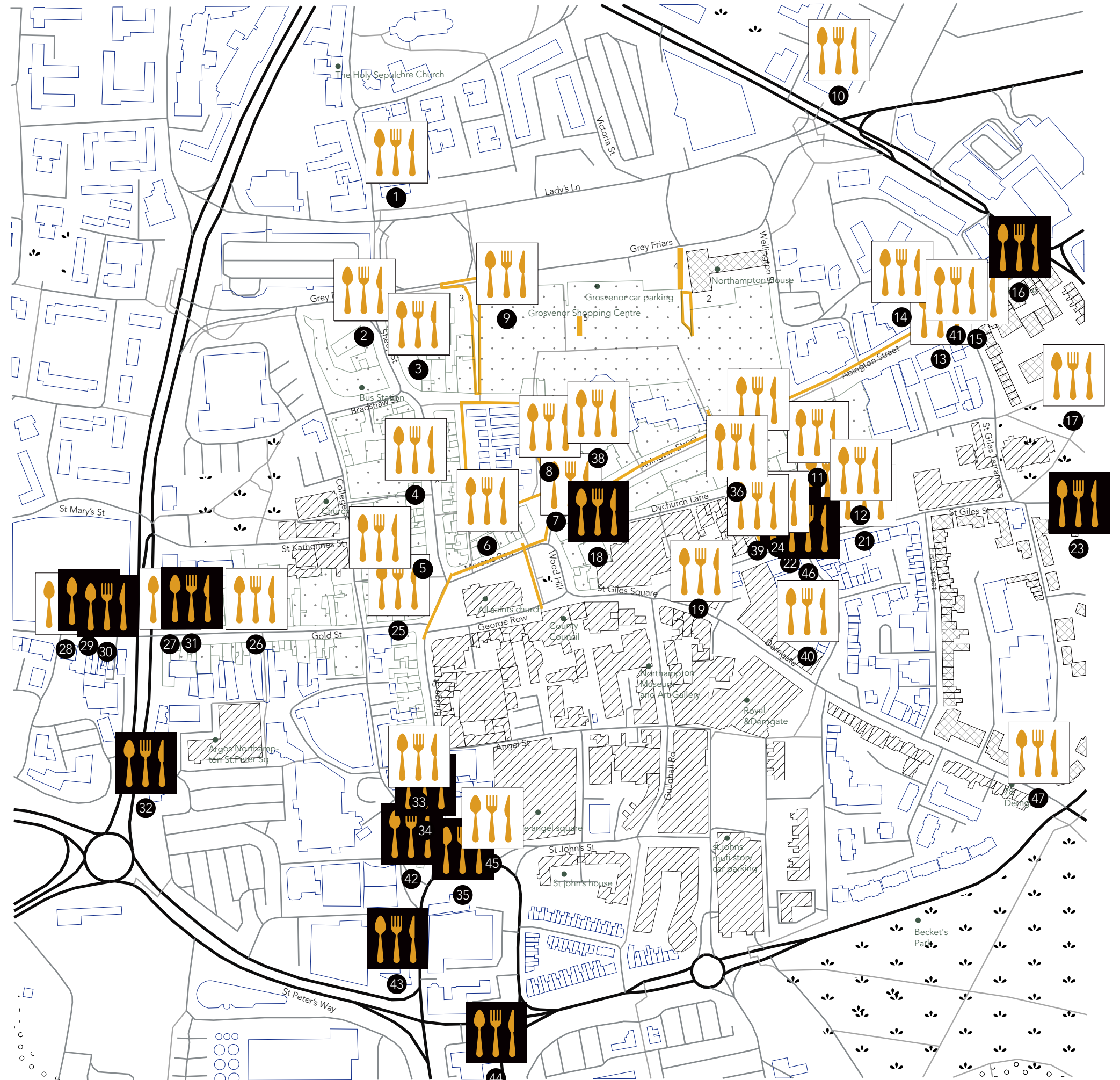
Day Time Restaurant  
(open ±10:00-16: 00)

- There are 70% of restaurants in analyzed site are open in day time.
- Most are fast food restaurants.



Night Time Restaurant  
(open 16:00-midnight)

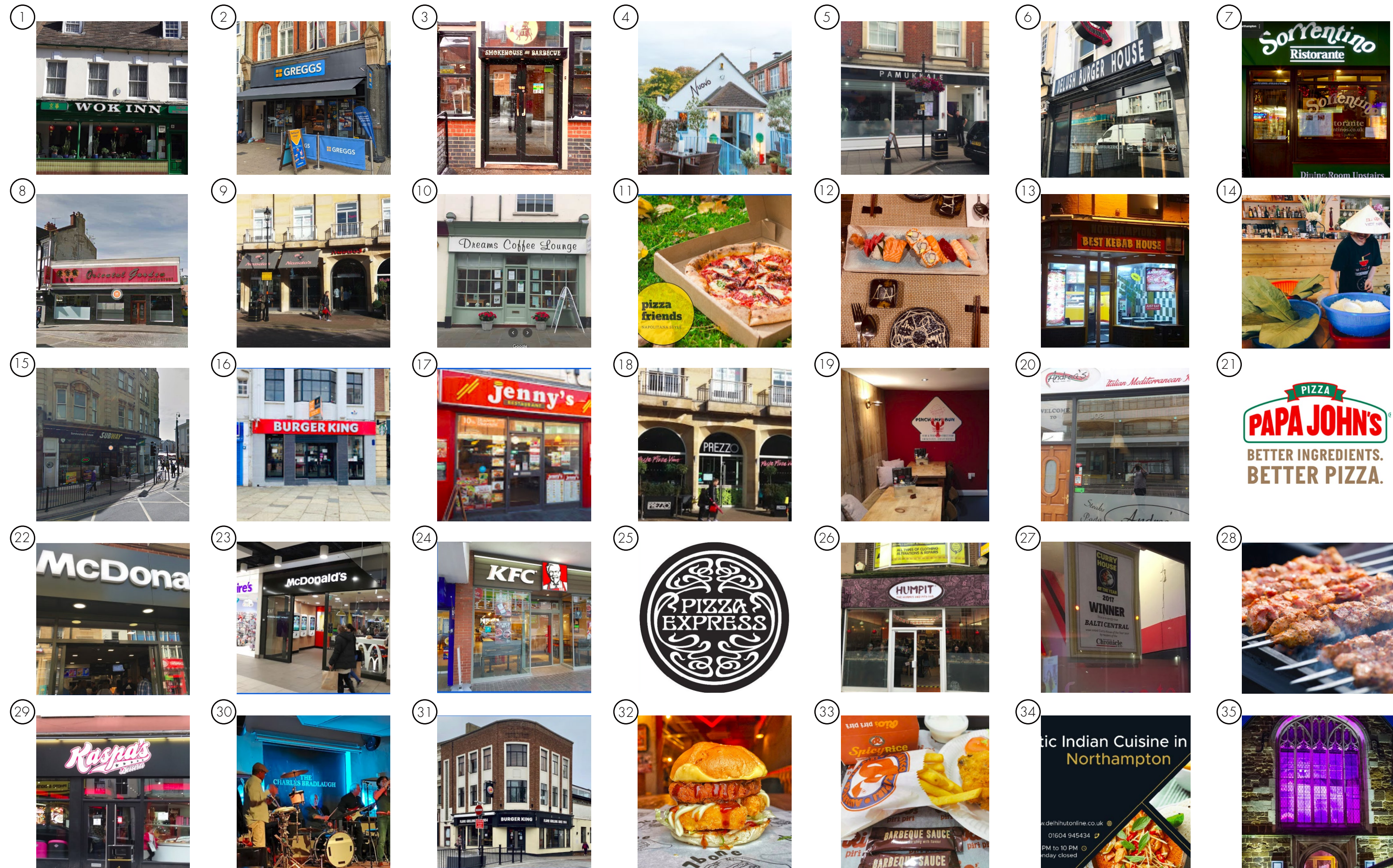
- There are 30% restaurants in analyzed site open at night
- Mainly offering non English cuisine.





# LOCAL INTELLIGENCE INSIGHTS

## Resturants in Northampton Town Centre



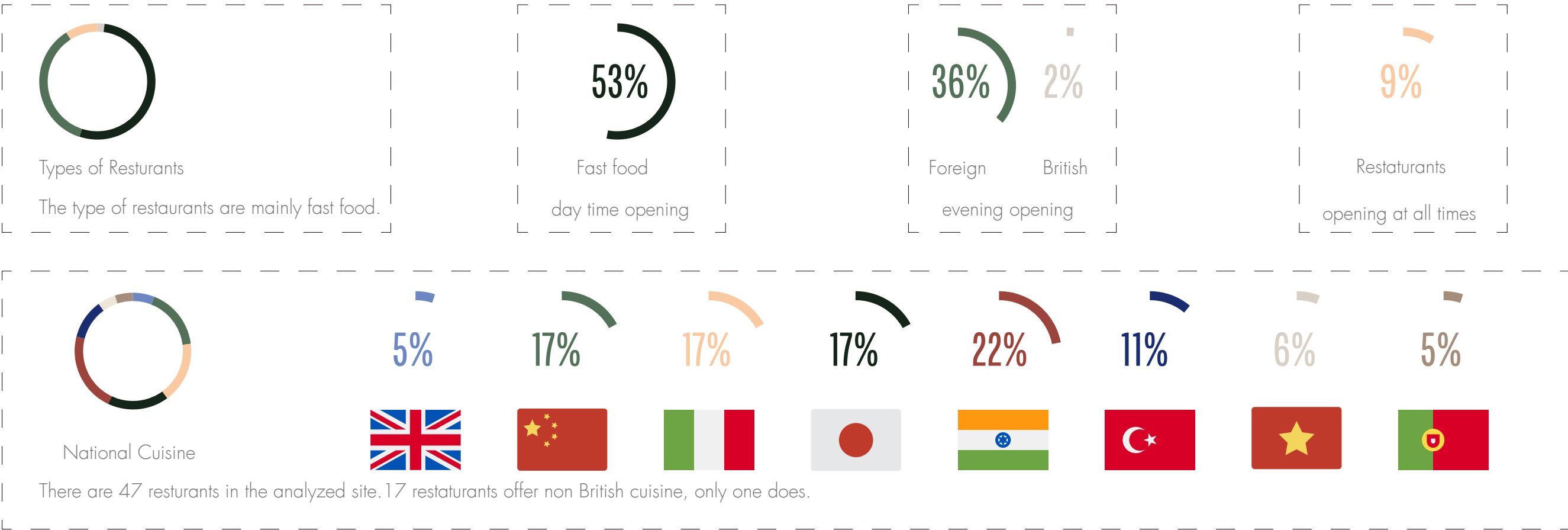


# LOCAL INTELLIGENCE INSIGHTS

Restaurants in Northampton Town Centre



Analysis of restataurants indicating lack of a local food culture.





LOCAL INTELLIGENCE INSIGHTS

200 Year Old Northamptonshire Sauce Recipe

# Retro



The Drapery shop in the 1930s



The Drapery shop in the 1930s

## JEYES

DISINFECTANTS  
FLUID, POWDER, AND SOAP

JEYES' GENUINE NORTHAMPTONSHIRE SAUCE

### Museum keeps the name of Jeyes alive

**A FAMOUS household name with strong links to the county is the subject of this week's People's Picture Archive.**

Everyone will have heard of Jeyes Brand, but maybe not so many people would be aware of the Jeyes connection to Northamptonshire.

The family ran a successful pharmacy in The Drapery in Northampton for many years, and most recently the family name has been kept alive by Jeyes of Earls Barton.

The Jeyes Heritage and Pharmacy Museum opened in the village last week, to mark 30 years of David and Georgina Jeyes being based there.

It also alongside the many other interesting displays which make up the pharmacy museum in The Drapery.

And the family has kindly allowed us to use some of the images from the display in this article.

The family's name's connection can be traced back to 1808 when they first had a chemist in Northampton.

Several generations later, Philadelphia II created a fluid called carbolic acid, which would become a household name.

But his brother John went one better. Arrived in the century tradition in Industrial Revolution Britain, the Jeyes brand of carbolic acid was the Jeyes brand which we still use today.

The company was sold to Werners Chemists in 1981. But in 1981, Philadelphia II's great grandson David and his wife Georgina created their own brand in Earls Barton, which flourishes to this day.

It has been added to in many ways over time - the Apothecary coffee shop opened in 1980, a shop was opened in 1987 and last the Daily Lodge della house display and the Earls Barton Museum of Village Life opened in 2001.

One of the most notable additions was the opening of a branch of Market Harborough Building Society in 2005. Earls Barton is now the only pharmacy in the county with such a facility - and this has since become a Trivedi Pharmacy.

David and Georgina's daughter Philippa Jeyes-Baldwin is now working for the family business.

She said: "A lot of people who come to remember Jeyes in The Drapery which was very well known as the town's only apothecary shop."

"People love the history and are fascinated with the link with the invention of Jeyes Brand."

"As a family we always have no more locked but we have never placed on it much. But now we are sharing about it, it's more prominent."

"We are busy all the time and people trickle in all day every day."

Many of all the exhibitions in the shop are open from 10am to 4pm on Mondays to Fridays, and 10am to 3pm on Saturdays.

For more information, visit [www.jeyesofearlsbarton.com](http://www.jeyesofearlsbarton.com).

You can send your images by post to RT (People's Picture Archive, Morning Telegraph, Newspaper House, 100 Park, Bedford Road, Kettering, NN16 8GA, or you can email them to [rt.people@northamptonshire.co.uk](mailto:rt.people@northamptonshire.co.uk).

Please remember to include your name, age and address, details of who is in the picture and where it was taken.



The Jeyes brothers, Philadelphia and John



Market Harborough Building Society opens, 1995



### APPETITE AND DIGESTION IMPROVED.

**JEYES'S NORTHAMPTONSHIRE SAUCE** imparts the most exquisite relish to all kinds of Meat, Gravies, Fish, Game, Soup, Curries, and Salad; and by its tonic and invigorating properties, enables the Stomach to perfectly digest the food.

Sold in Bottles at 6d., 1s., and 2s.; and in Gallon Jars, for the use of Hotels and Families, at 12s. 6d. each.

**JEYES'S GENUINE AND SUPERIOR ESSENCE ANCHOVIES.**

The excellence of the much-esteemed Essence of Anchovies stands unrivalled as a Fish Sauce, for Salmon, Turbot, Soles, Eels, Cod, Haddock, and in all stewed Fish.

Sold in Bottles at 6d. and 1s. each.

Prepared and sold by **PHILADELPHUS JEYES, Chemist, Northampton.**

# "

The family bringing back Northamptonshire's most famous condiment...

# "

The sauce - which is also spicy - was originally created by their ancestor Philadelphus Jeyes - and sold in his chemist shop in Northampton.

Almost 200 years later the family now has a shop and cafe in Earls Barton that Georgina Jeyes originally established as a pharmacy with her husband David in the 1980s.

And now the family has decided to recreate the historic sauce bearing the county's name.

Reference:  
ITV, 'Sauce Materials the Family Bringing Back Northamptonshire's Most Famous Condiment',  
ITV News [online] 6 October 2020 <https://www.itv.com/news/anglia/2020-10-06/sauce-materials-the-family-bringing-back-northamptonshires-most-famous-condiment> [accessed 16 May 2021]

Reference:  
Ian Gallagher, 'Museum Keeps The Names of Jeyes Alive', Northams Evening Telegraph, (6 November 2011) [accessed 16 May 2021]



# LOCAL INTELLIGENCE INSIGHTS

Without an Oven in the Past ?



Mill Bridge, Kingsthorpe

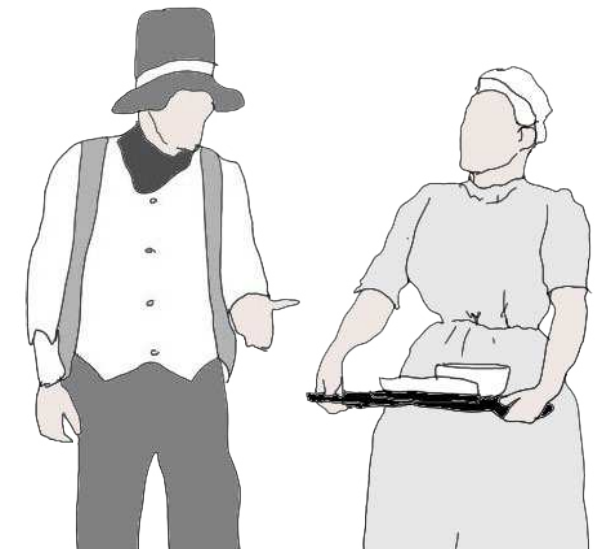
Without an oven it was not possible to roast food at home so anything that had to be cooked this way would be taken to the local baker, who for a small fee would put it in his oven. On a Sunday when he would not be baking bread the baker would still fire up his ovens, and people would bring him their various meals in the morning before going to church. These were collected after the service, hot and ready to eat. Typically it was the job of the children to 'run along to the bakers' while the adults walked leisurely homewards, and heaven help the child who dropped the dish, or brought home the wrong one.



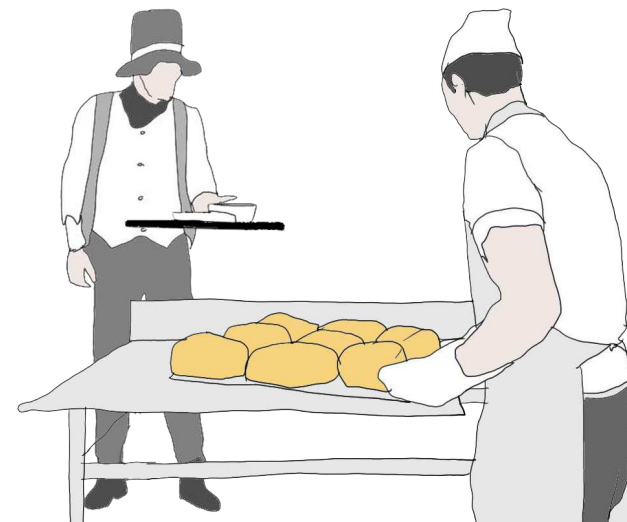
Without an oven it was not possible to roast food at home so anything that had to be cooked this way would be taken to the local baker...



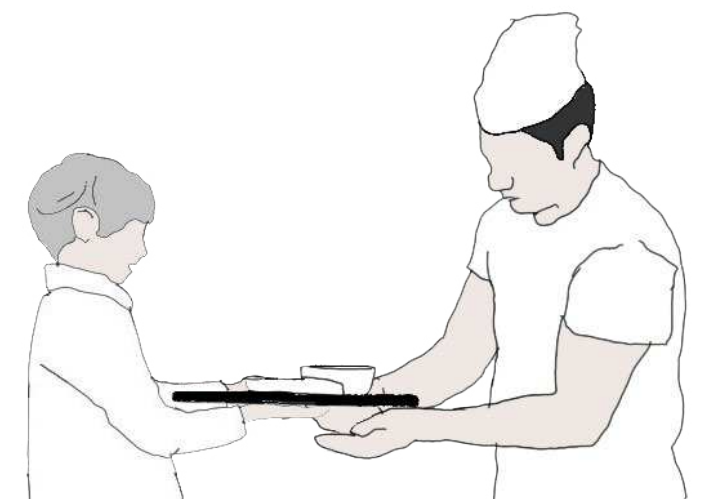
Light the oven, bake the dough.



Wife hands dinner over to her husband.



Husband pays baker to roast the food.



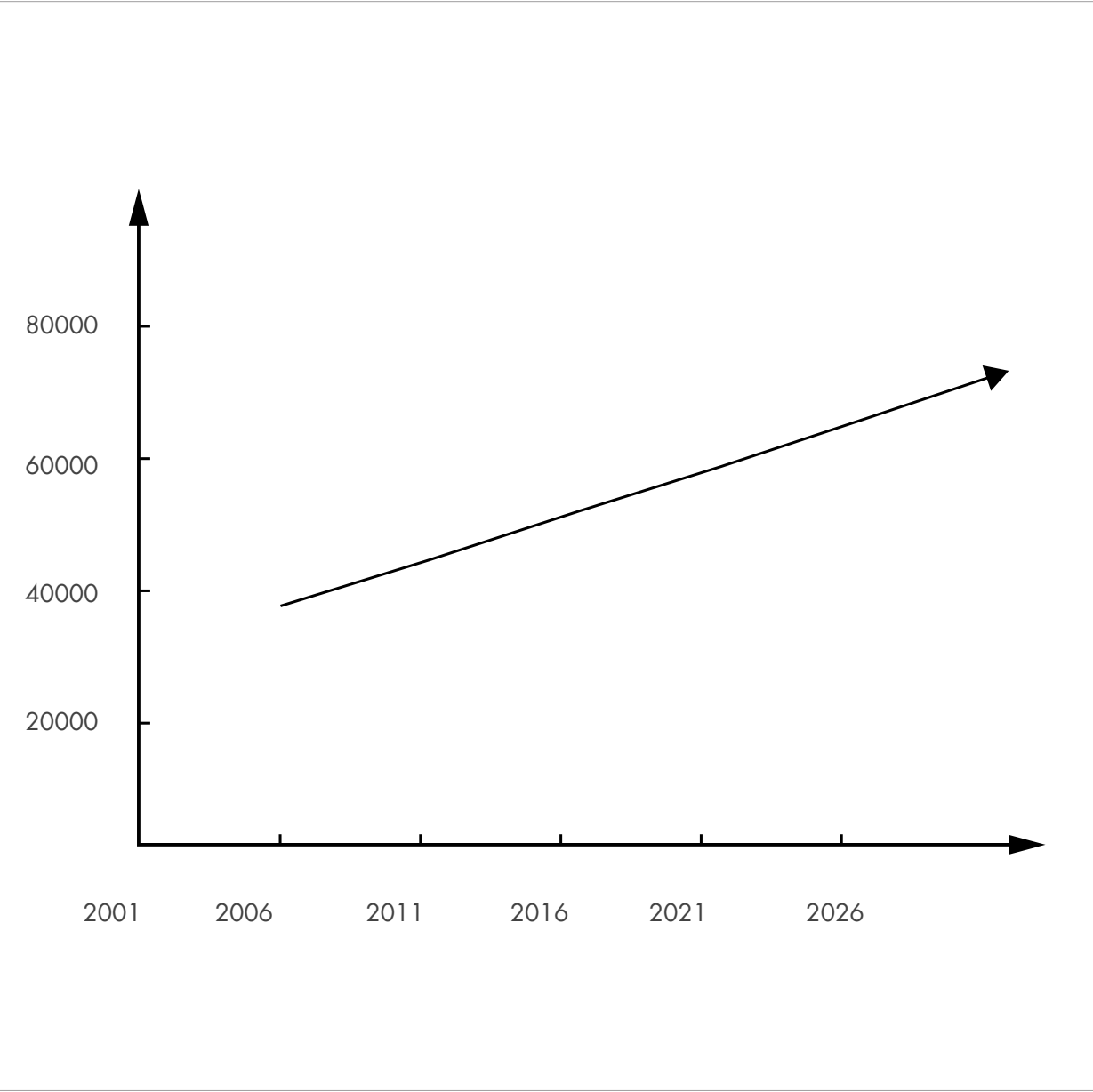
It's children's job to 'run along to the bakers'.

Reference:  
Ian Andrews, 'Traditonal Northampton Recipes, Food, Drink And Lore' (W.D.Wharton,2000),p.14

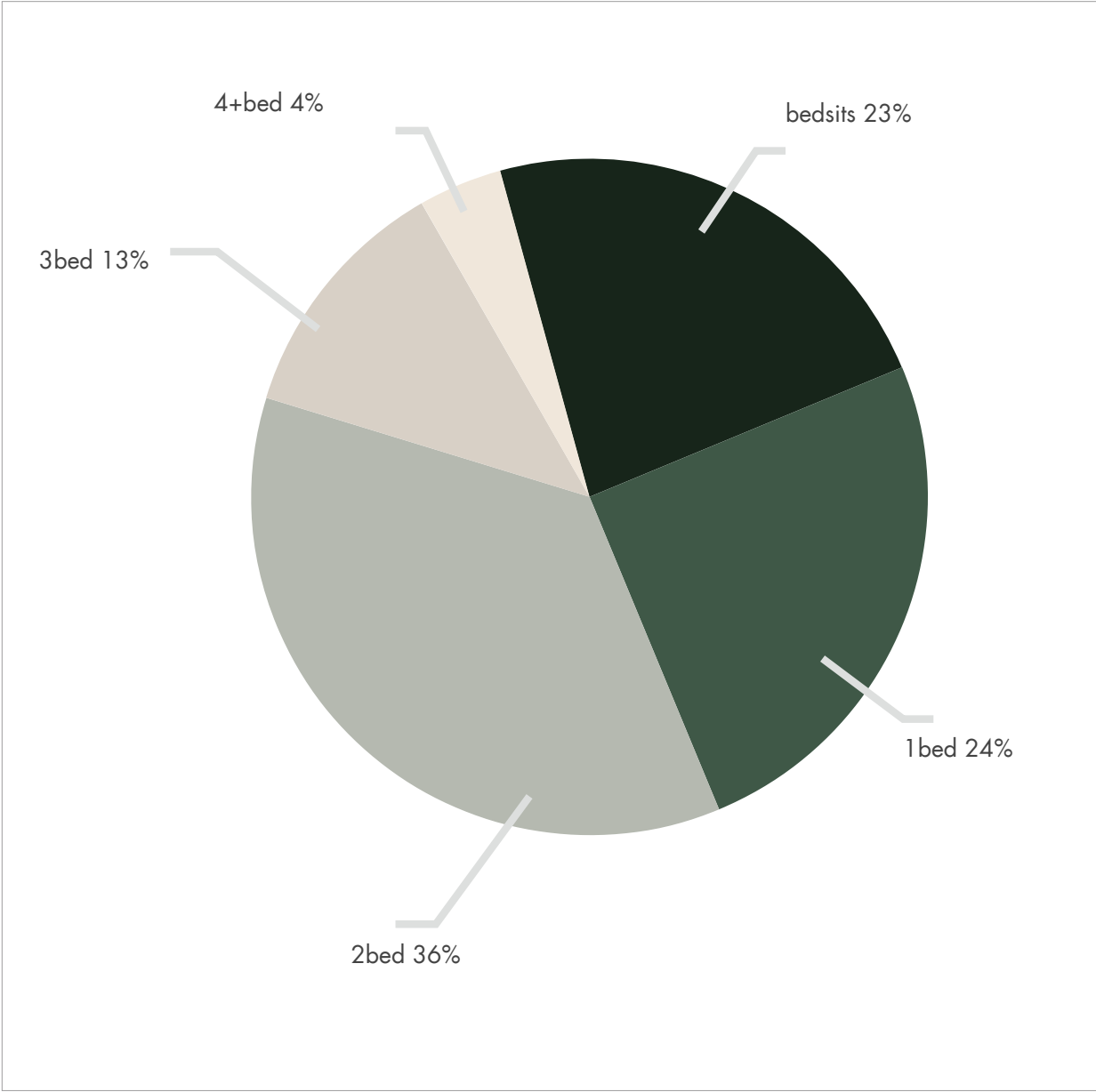
# CURRENT HOUSING: SHRINKING

Housing Shrinking In Northampton - No Dining Space

Northampton Single People Population



Housing Benefit Claimants In The Private Rent Sector In Northampton



Reference:  
Nigel Moore, 'West Northamptonshire Strategic Housing Market Assessment 2009' (Opinion Research Services,2010),p.106



# GLOBAL INTELLIGENCE

Create a Dish For a Town



“ Create A Signiture Menu For The Town. ”



" Food innovator Simon Preston visits a UK town and ,with local chefs, creates a new signature dish for that town, insipired by local anecdotes, insights and ingredients."

Reference:  
BBC SOUNDS, 'The Town Is The Menu',BBC SOUNDS [online] 14 April 2014 <https://www.bbc.co.uk/sounds/series/b0490hzy> [accessed 16 May 2021]



# GLOBAL INTELLIGENCE

Pale Blue Door Restaurant



" Pale Blue Door :  
Come And Enjoy Dinner At My Home "

"Artist and set designer Tony Hornecker stores abandoned sets, kitschy detritus, or as he puts it, 'the innards of his soul'; the combined effect makes it one of the most visually arresting places for dinner we can think of.

However, the incredible surroundings are only the stage for the theatrics ahead – supper clubs and private dining events with a difference.

Service is led by drag and cabaret acts that bring ribald, raucous energy to proceedings."

Reference:  
Tony Hornecker, 'Work-The Pale Blue Door', Tony Hornecker [online] <https://tonyhornecker.com/work/the-pale-blue-door/> [accessed 16 May 2021]



# CONCEPT COLLAGE

The town Is The Menu





LOCAL INTELLIGENCE INSIGHTS

Traditional Northampton Recipies



'Traditonal Northampton Recipes, Food, Drink And Lore'by Ian Andrews published in 2000

Reference:  
Ian Andrews, 'Traditonal Northampton Recipes, Food, Drink And Lore' (W.D.Wharton,2000)



Doing Food Experiments

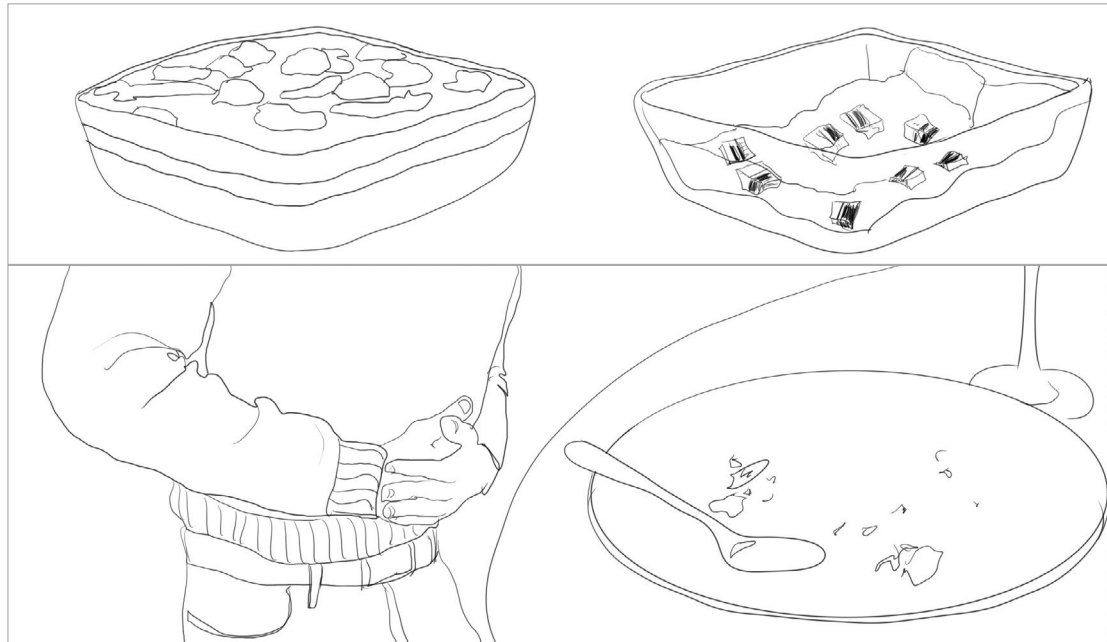


# LOCAL INTELLIGENCE INSIGHTS

Traditional Northampton Recipies

## Bake Pudden

Ingredients:	From:	Origin:
a little dripping	Sainsbury's	UK
340g boiled bacon	Sainsbury's	UK
115g plain flour	Sainsbury's	UK
pinch of salt	Whole food	Portugal
2 eggs	M&S	UK
280ml milk	M&S	UK
freshly ground black pepper	Sainsbury's	UK





# LOCAL INTELLIGENCE INSIGHTS

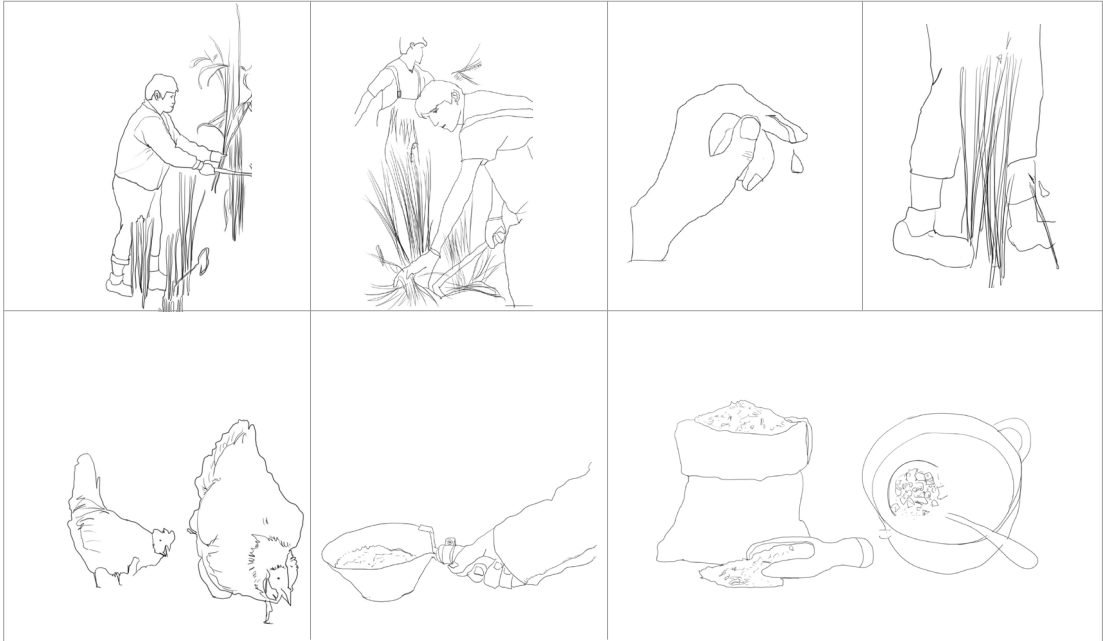
Traditional Northampton Recipies

## Thrummety

Ingredients:  
85g pearl barley  
570ml water  
55g raisins  
pinch of ground  
nutmeg  
420ml milk

From:  
China  
kitchen  
M&S  
Sainsbury's  
M&S

Origin:  
Songyuan City,Jilin  
Province,China  
UK  
More than one country  
More than one country  
UK



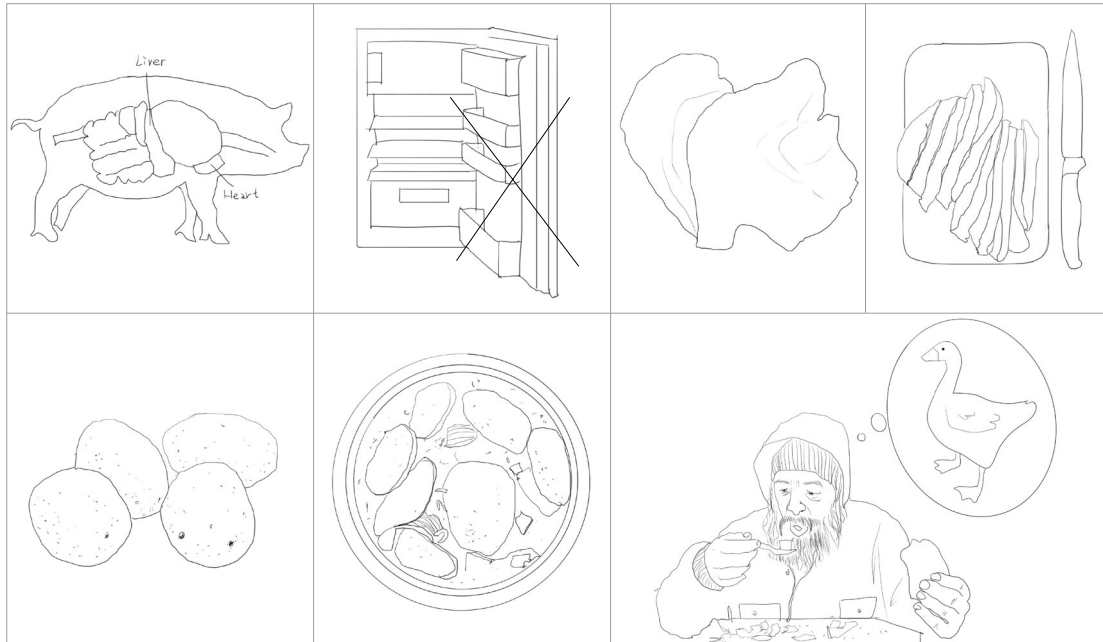


# LOCAL INTELLIGENCE INSIGHTS

Traditional Northampton Recipies

## Poor Man's Goose

Ingredients:		
	1.1 kg potatoes	
	450g Pig's Fry(liver)	
	1 large onion	
	Pepper	
Salt		
	1 teaspoon of finly chopped sage leaves	
	From:	Origin:
	Sainsbury's	More than one country
	Sainsbury's	UK
	Sainsbury's	More than one country
	Sainsbury's	UK
	Whole food	Portugal
	Waitrose	More than one country





NARRATIVE STORYBOARD





# NARRATIVE STORYBOARD

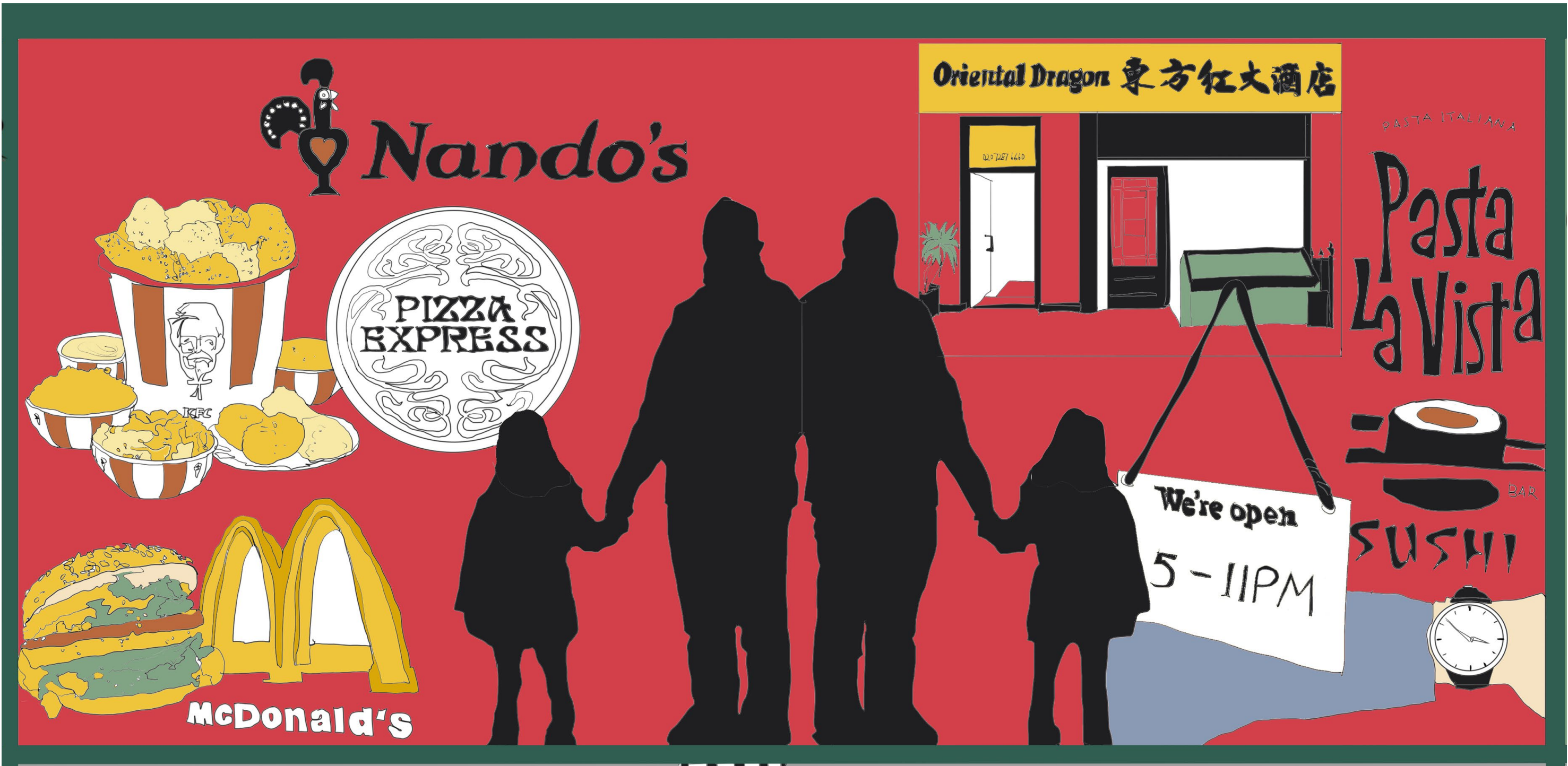
Fast Food Outlets Dominate The High Street





NARRATIVE STORYBOARD

Fast Food Outlets Dominate The High Street



# NARRATIVE STORYBOARD

Let's Eat Healthier





# NARRATIVE STORYBOARD

How We Get Food



# NARRATIVE STORYBOARD

Life Without An Oven 100 Years Ago





# NARRATIVE STORYBOARD

Baker's Life/Home





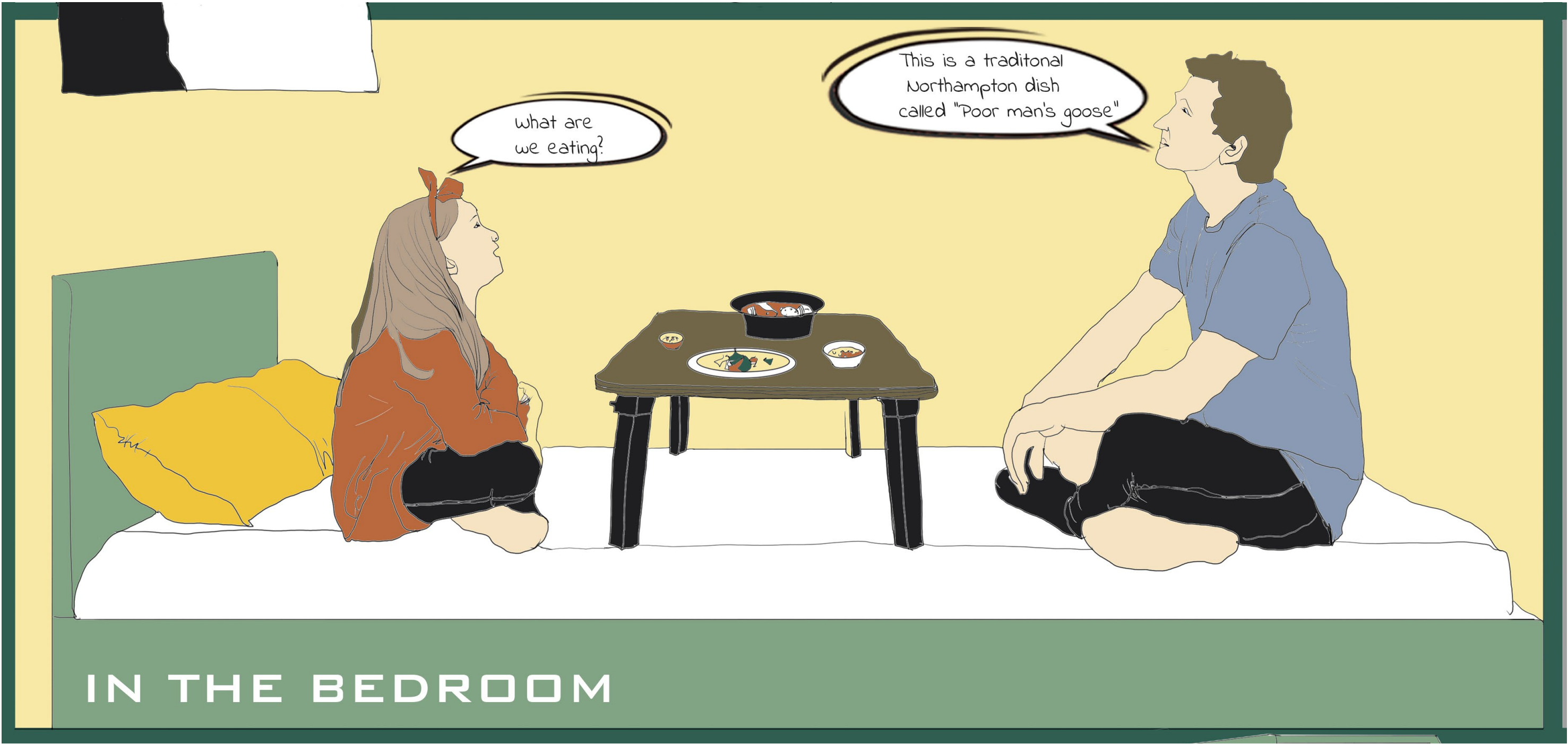
# NARRATIVE STORYBOARD

Let's Start Cooking!



# NARRATIVE STORYBOARD

Behind The Recipie





# NARRATIVE STORYBOARD

Interesting Story & Fascinating Book!



NARRATIVE STORYBOARD

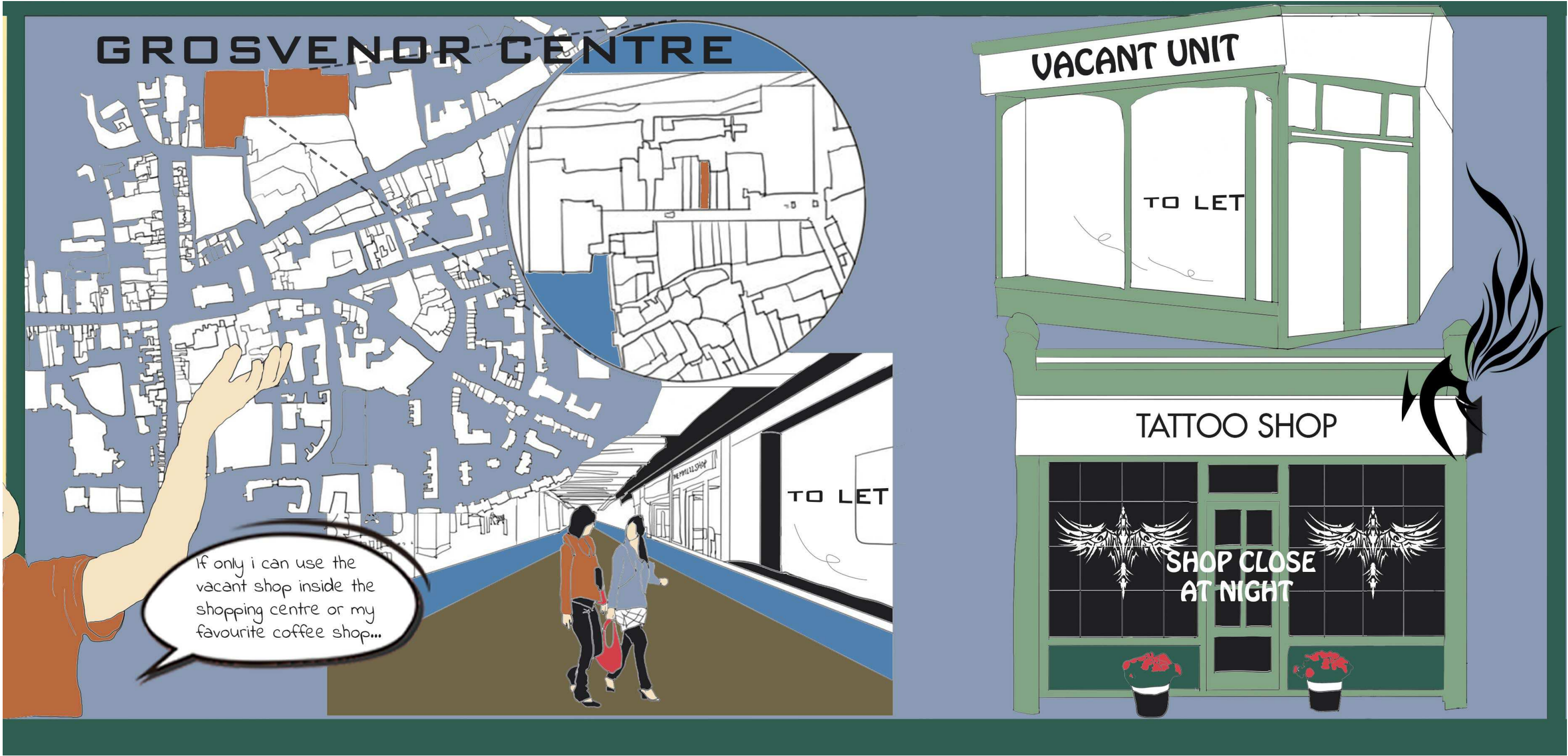
Northamptonshire Sauce/How to have a party?





NARRATIVE STORYBOARD

Vacant Unit/Interesting Stores





# NARRATIVE STORYBOARD

Concept Ideas



# SITE SURVEY

Location Plan



SCALE: 1:500

Site



Retail

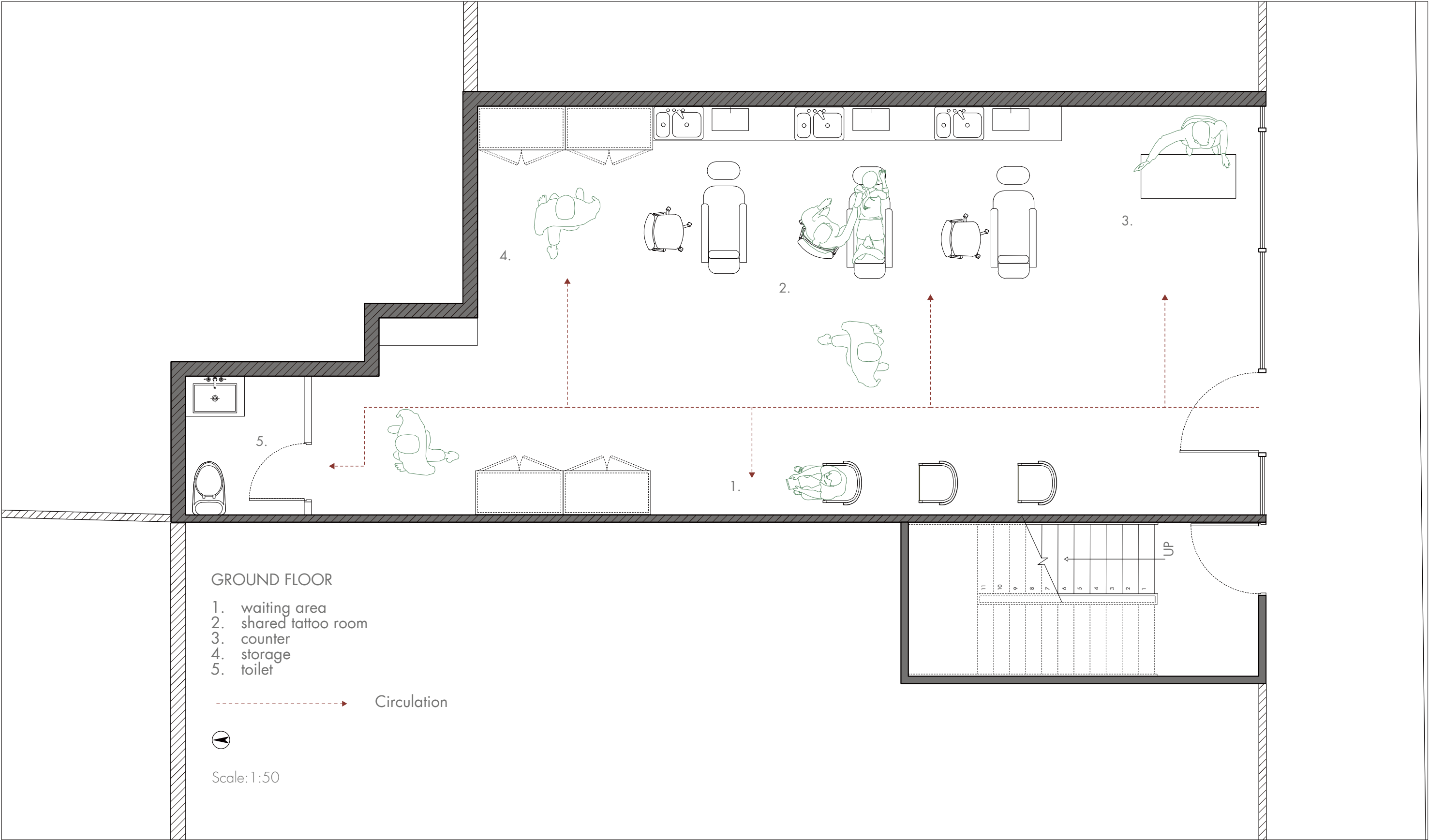


Residents



SITE SURVEY

Ground Floor Plan





# SITE PHOTOGRAPHIC SURVEY

Building Exteriors



## Building Interiors



1. the left view of the site
2. the left road in front of the site
3. the right view of the site
4. the right opposite view of the road
5. the left view of the road
6. the opposite view of the site



CONCEPT COLLAGE  
When Dining Meets Tattoo Shop



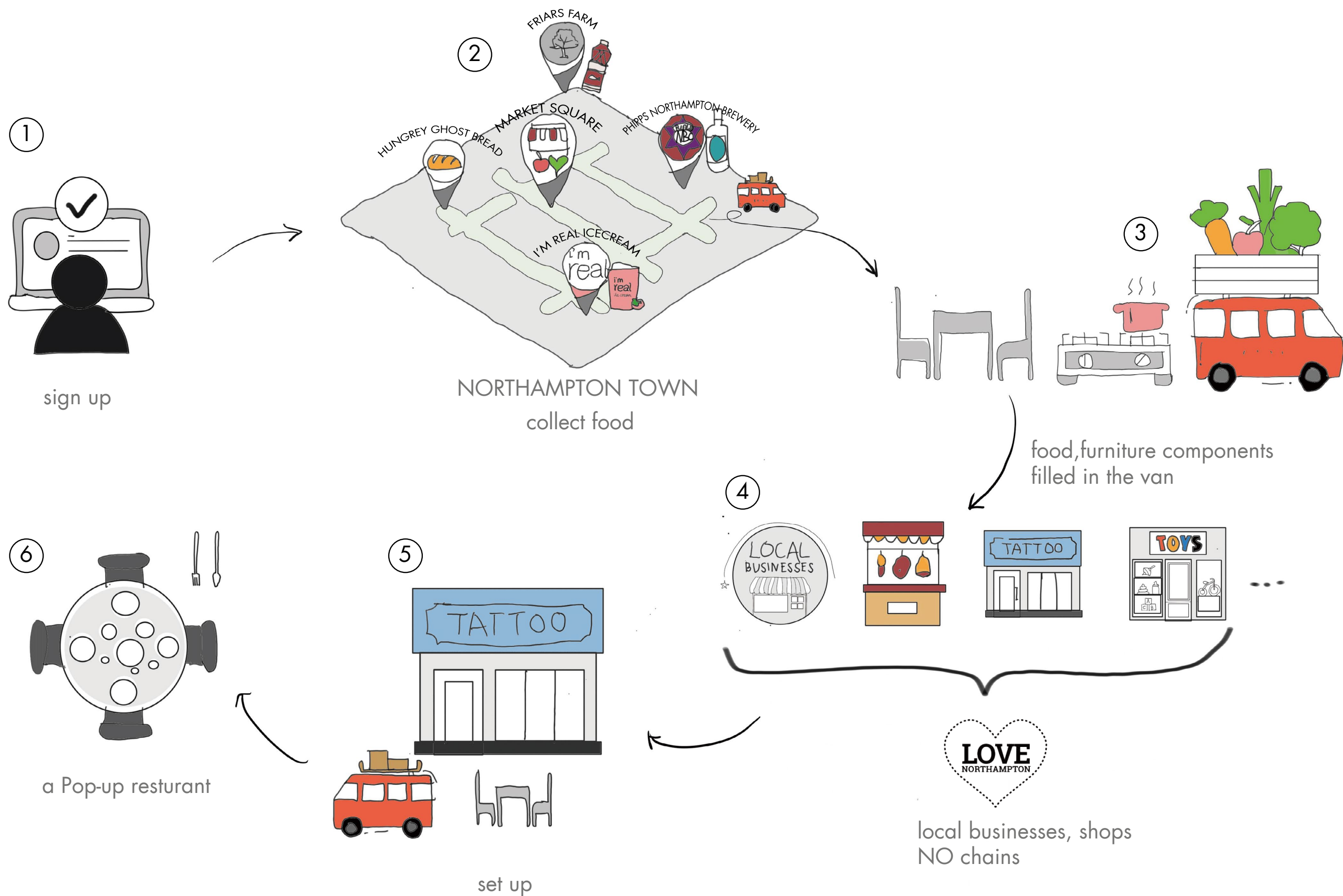


CONCEPT COLLAGE  
When Dining Meets Butcher's Shop





CONCEPT IDEA  
Concept Diagram





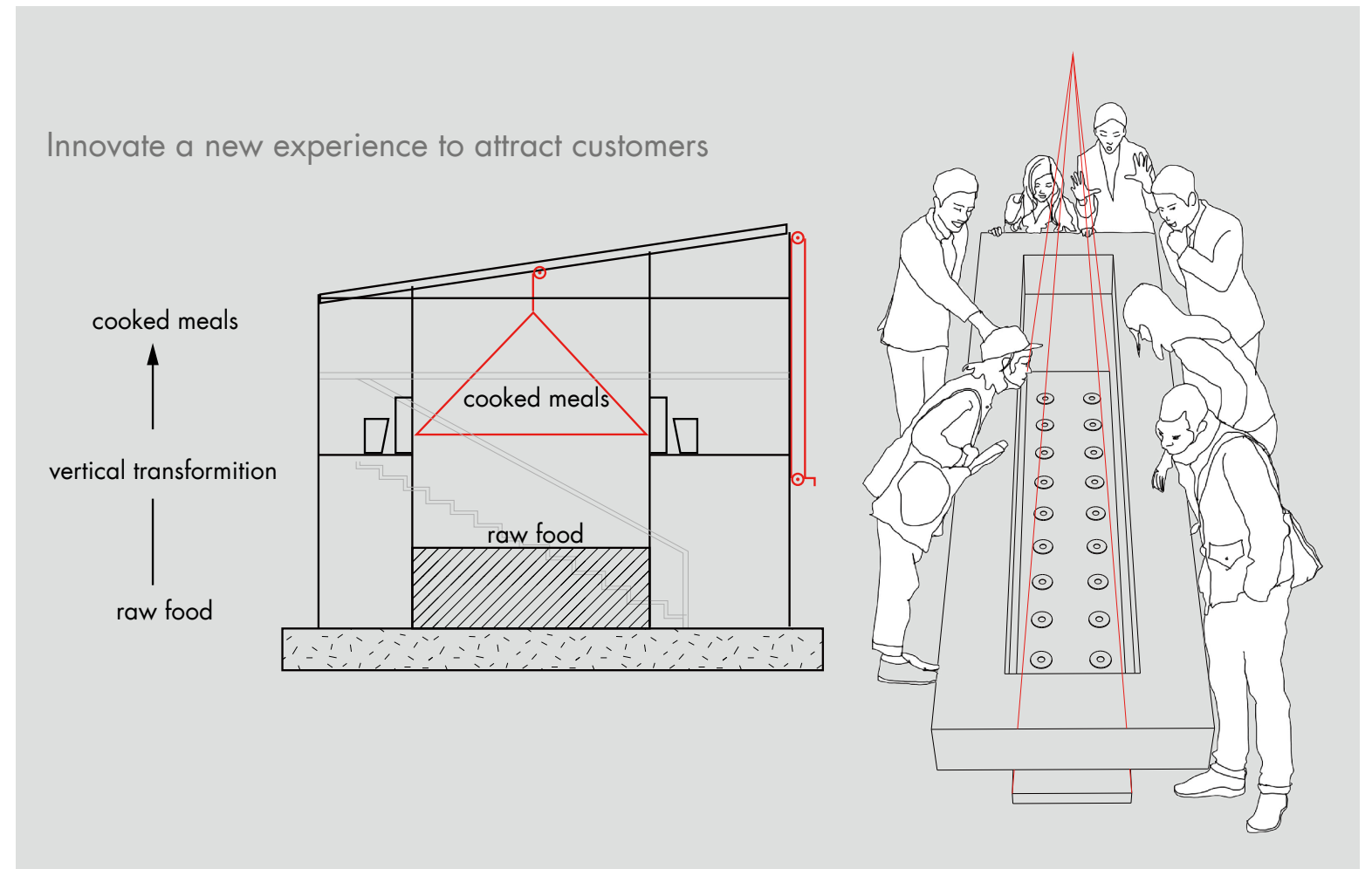
# PRECEDENT STUDIES

Ridley's Restaurant

“

We Were Playing With The Normal Etiquette Of How You Share A Meal.

”



In order to gather people, the restaurant had to be very attractive. The pop up architecture of the restaurant; the gap in the middle of the table through which you can see how your meal is prepared; the raised platform table; the social environment; the delicious meals; and the views, became the restaurant into an incredible place for all people.



# PRECEDENT STUDY

## The Superkilen Park By BIG



Miscellaneous Street Furniture From 60 Different Nations.

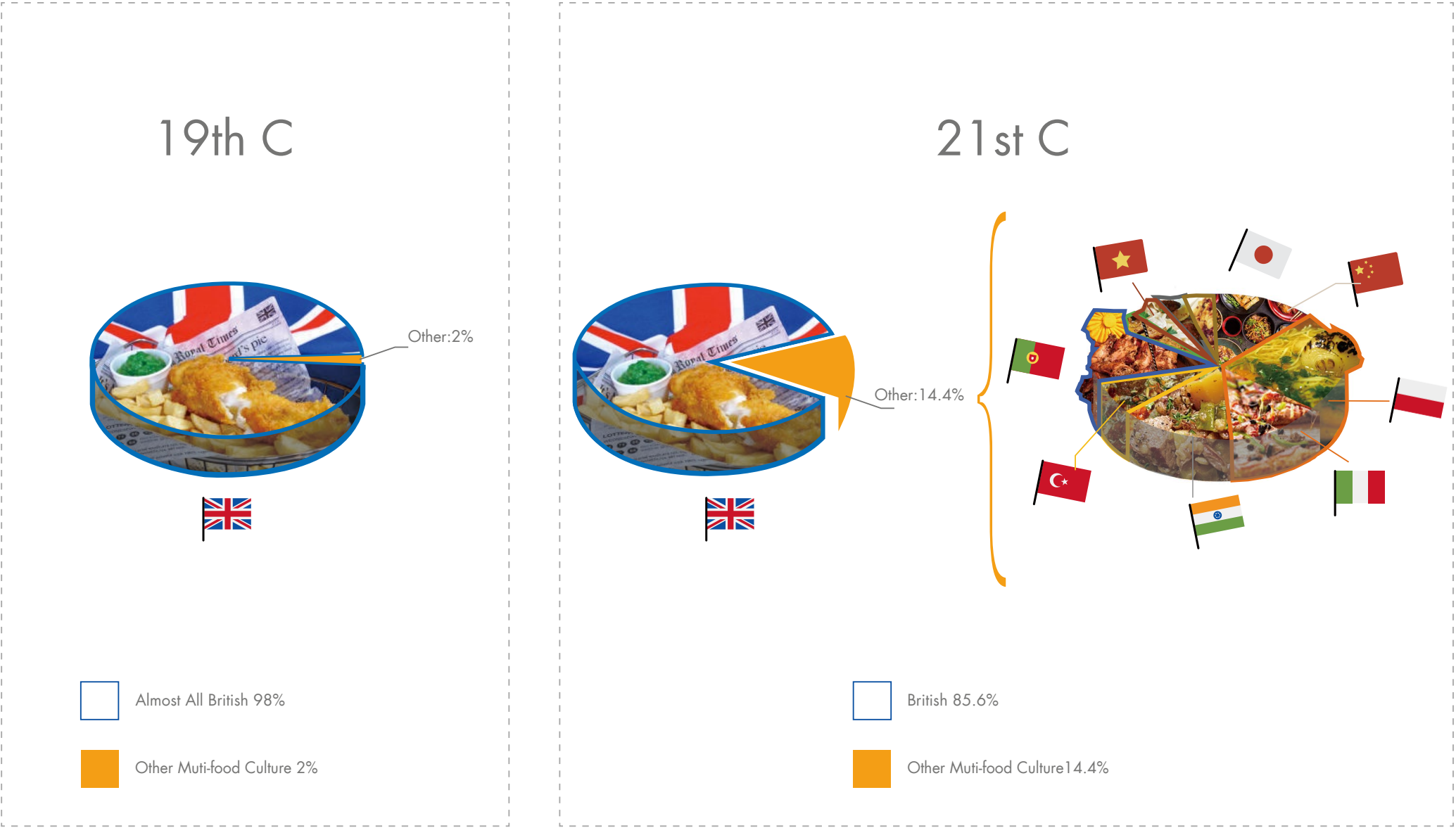


Superkilen is a park that supports diversity. It is a world exhibition of furniture and everyday objects from all over the world, including benches, lampposts, trash cans and plants



NORTHAMPTON CHANGING IDENTITY THROUGH THE YEARS

3 Main Non-British Food Culture



Chinese Social Cooking



Indian Scared Ritual



Polish Competitive Game

Source: Northamptonshire Residents' Ethnicity(% of total population) Census 2001 (ONS)  
 Northamptonshire Residents' Ethnicity(% of total population) Census 2011 (ONS)



## CREATIVE ASSET

Creative A New Dish For The Town



<https://youtu.be/sCYu70HsCu4>



Creative Asset

The Juxtaposition of Tattoo & Food

1



2

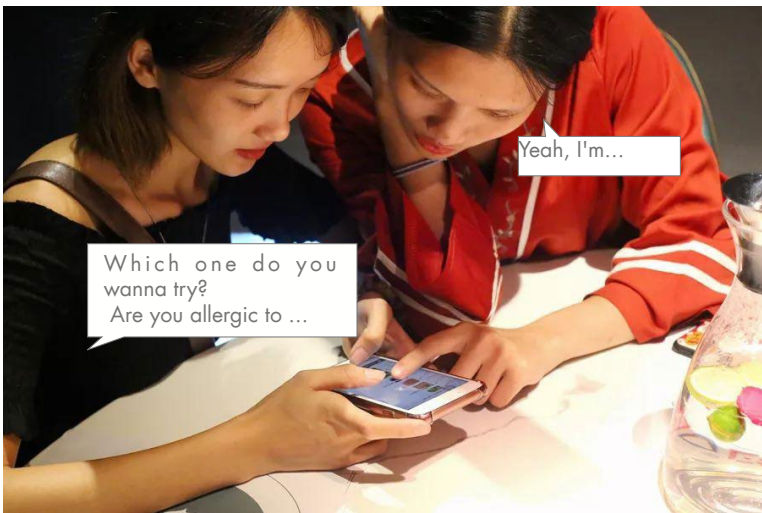


3





Hot pot suitable for group dinner communication, has a strong social attributes.



When ordering



When selecting dippings.



Start to cook.



During eating



Remind each other the food is done



Enjoy

People choose hot pot consumption, one of the important reasons is that hot pot meal time is long, suitable for group dinner communication, has a strong social attributes, and the meal process has the self-help to eat while cooking, very "down to earth".





## " Food As A Means Of Worship "

"Food plays an important role in worship, and the food offered to deities, in some cases thought to bestow considerable religious merit, purifying body, mind and spirit."

"Some Hindus offer cooked food or fruit to a picture or idol of a deity before eating. The idea is one should always eat with a concentrated mind, after performing an ablution; and after eating one should "duly cleanse himself with water and sprinkle the cavities of his head."

Hindus believe food is not meant for pleasure, but survival and strength and its consumption always accompanied by a religious attitude, so as to practice austerities and to gain self control." (Iswarya Menon 2016).

"Meals served on banana leaf should be eaten with hands by sitting on the floor, a traditional way at marriages and ceremonial banquets.

In some Tamil Nadu and Karnataka restaurants it is mandatory to serve food on banana leaves." (Kara AJ 2019).

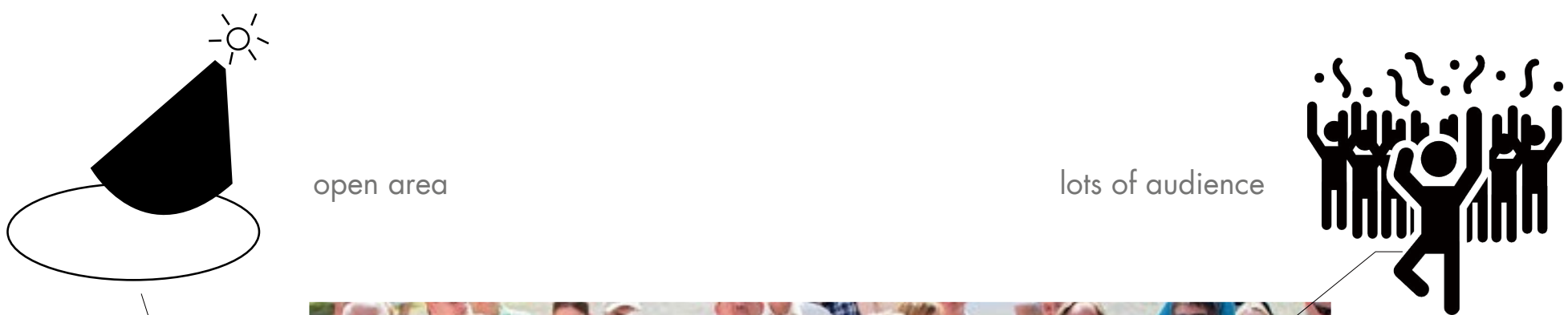


Home Shrine





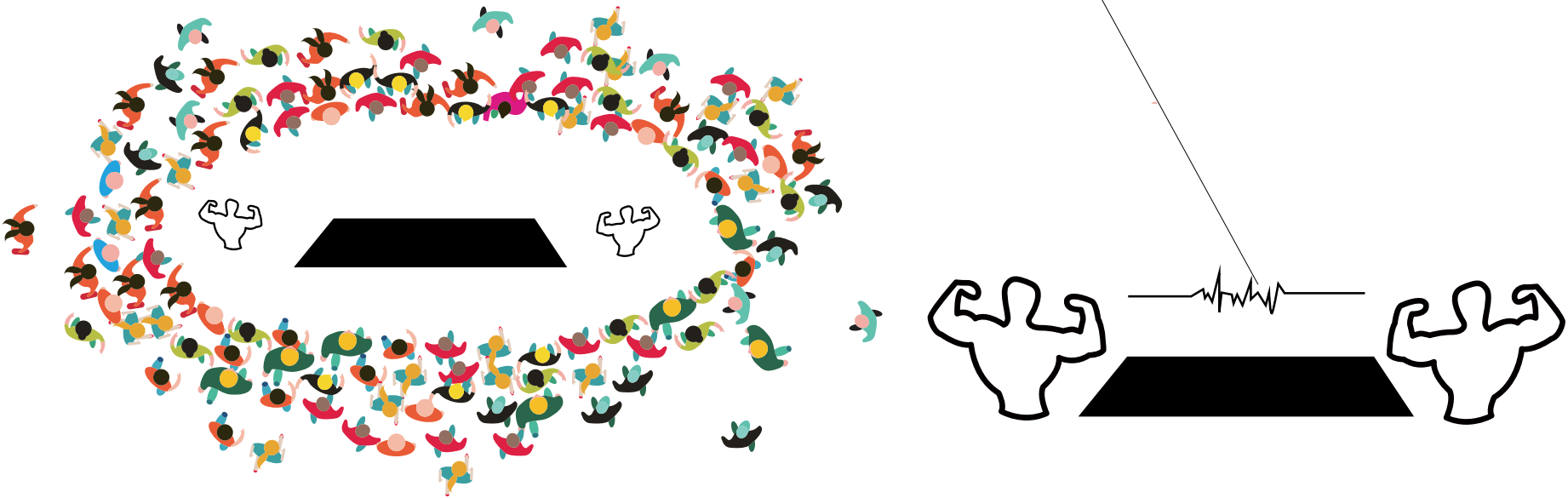
Polish "paczki":polish doughnuts



“  
Paczki-Eating Contest In Fat Thursday  
”

"Although these luscious doughnuts are available year-round at Polish pastry shops, they reign supreme on Thusty Czwartek (Fat Thursday), which begins the final fling of the pre-Lenten karnawal of zapusty (Mardi Gras season). More paczki are sold on that one day than at any other time of the year."

The clock counts down as the crowd goes wild. A row of competitors push toward the finish line. It's not a bike race or a 5k. It's a paczki-eating contest.





PROGRAM STUDY

Diagram of Spacial Requirement

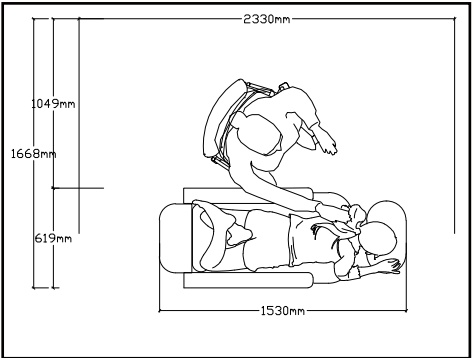


Function & activity

Tattoo Area  
Artist draw the tattoo on a costomer

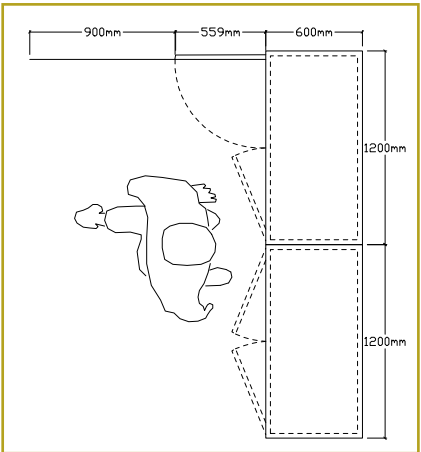
Minimum space requirement

4\*3=12 sqm



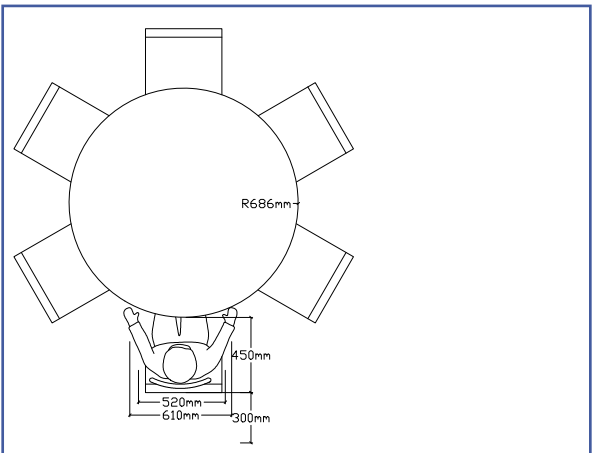
Storage  
Various of cleaning products and materials, eg: dispsoable gloves, needles, disinfectant and tattoo ink etc.

5 sqm



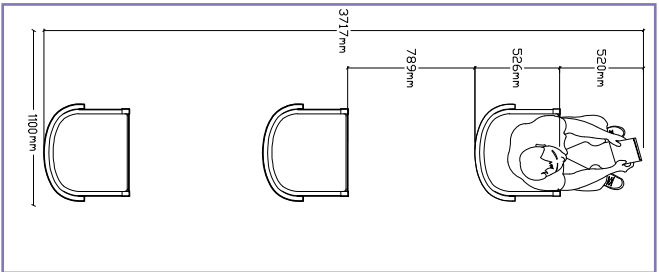
Public Dining Seating Area  
flexible seating for a maximum of 6 people eating together

6.47sqm



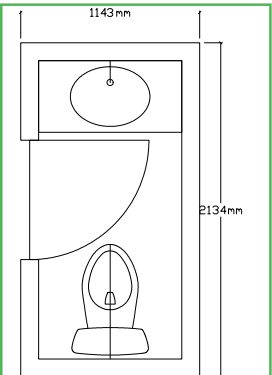
Waiting Area  
costomer waiting to get a tattoo

4 sqm



Toilet

2.43 sqm





# SCHEMATIC DEVELOPMENT

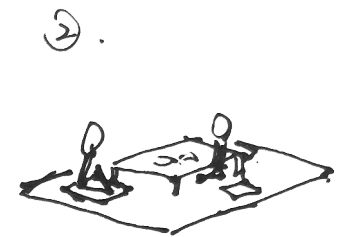
Sketches For Pop-up Restaurant

cooking.  
dining.  
watching performance.

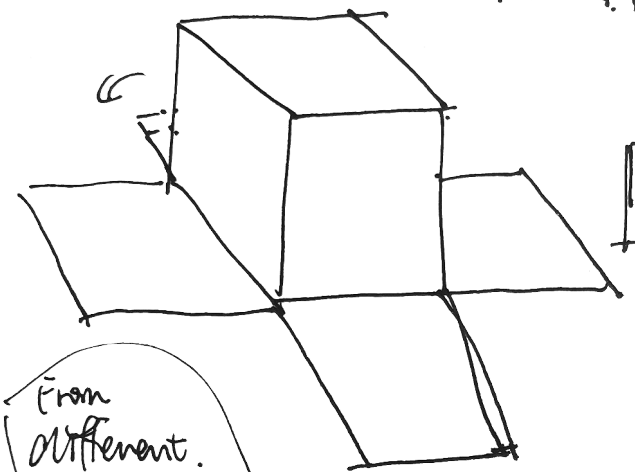
dining:  
sit on chair

sit cross-legged

dining.



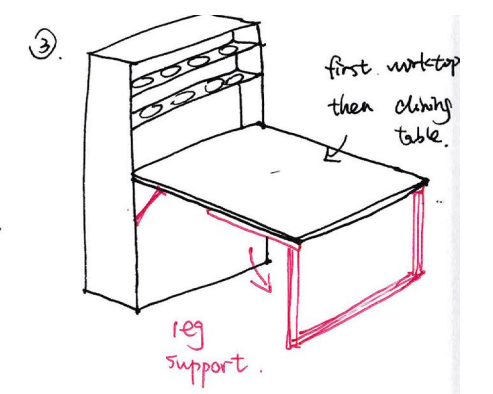
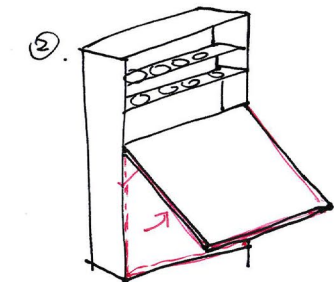
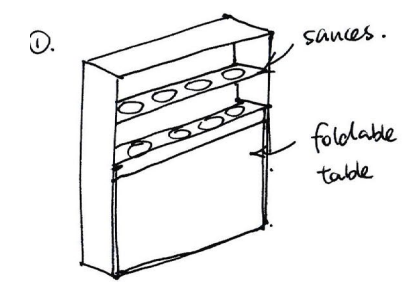
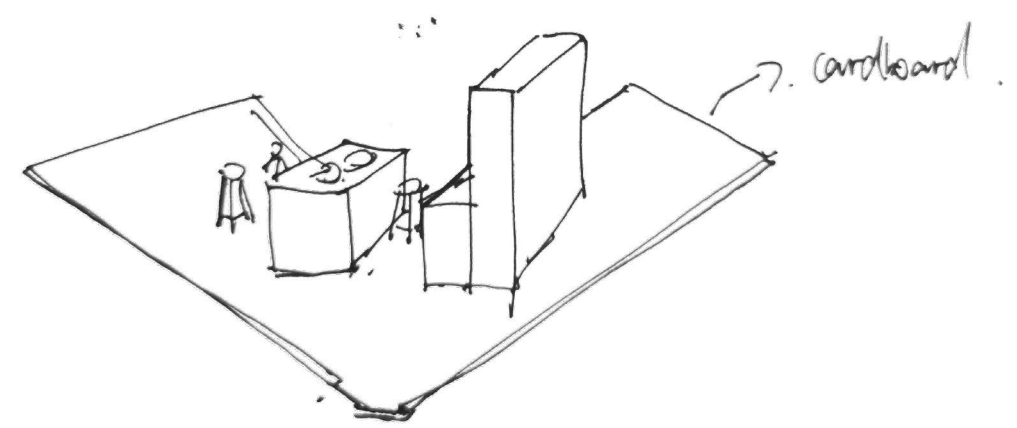
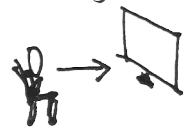
cooking.



from different countries.

way of watching

watching tv.



cooking:

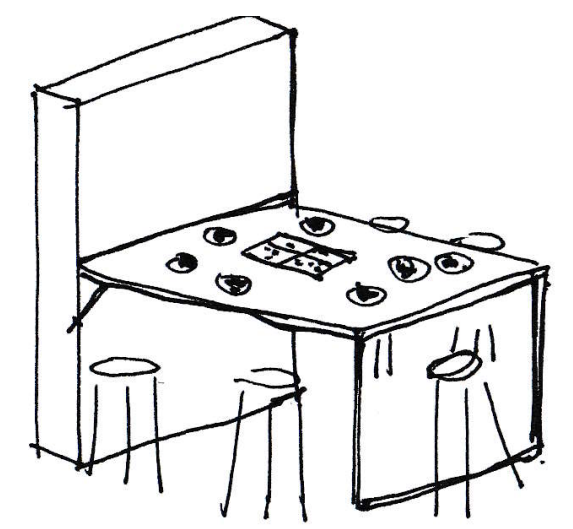
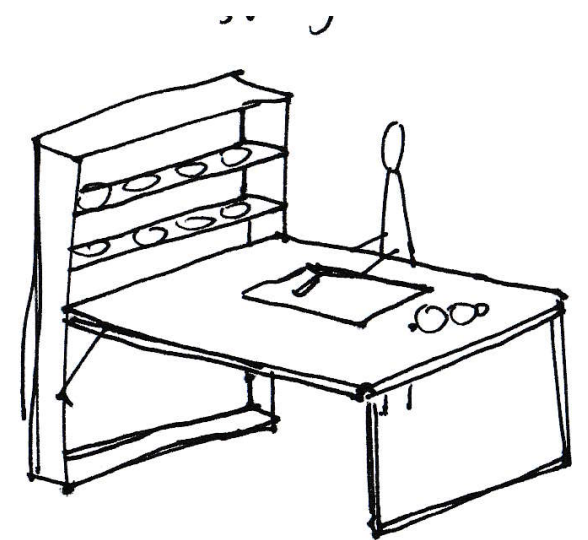
Modern kitchen:



traditional kitchen:



ancient kitchen? (cooking?)





# SCHEMATIC DEVELOPMENT

Sketches For Pop-up Restaurant

MICO  
IMMERSIVE KITCHEN.

① TRADITIONAL  
BRITISH KITCHEN  
Georgian  
style

people from different  
backgrounds  
cook different  
cuisines food.  
friends... family etc.

Carroll board.  
Kitchen setting.

open.

TRADITIONAL  
② . ITALIAN KITCHEN.

OPEN

WATCHING  
TATTOOING.  
view

TATTOO PERFORMANCE

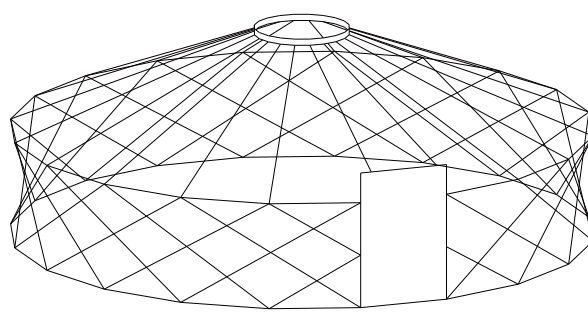
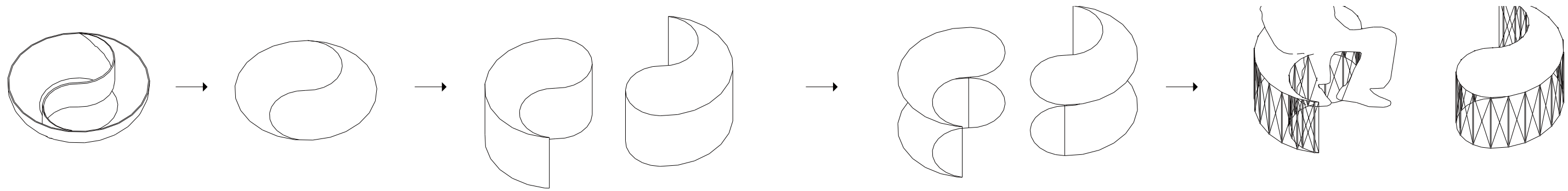
TATTOO GOING ON.

BASE.  
for rise level

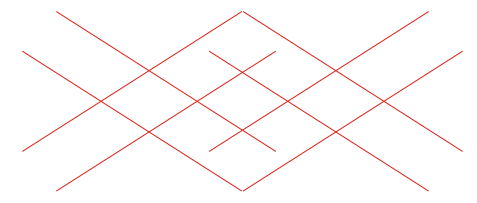
STAIRS GO TO POP-UP KITCHEN.



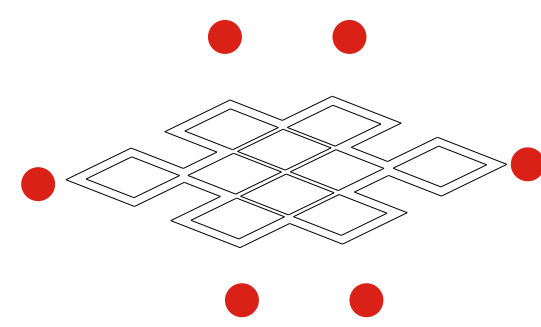
SCHEMATIC DEVELOPMENT  
Sketches For Pop-up Restaurant



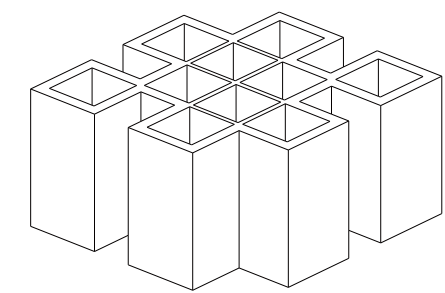
Yurt Bag Sturcture



line & shape



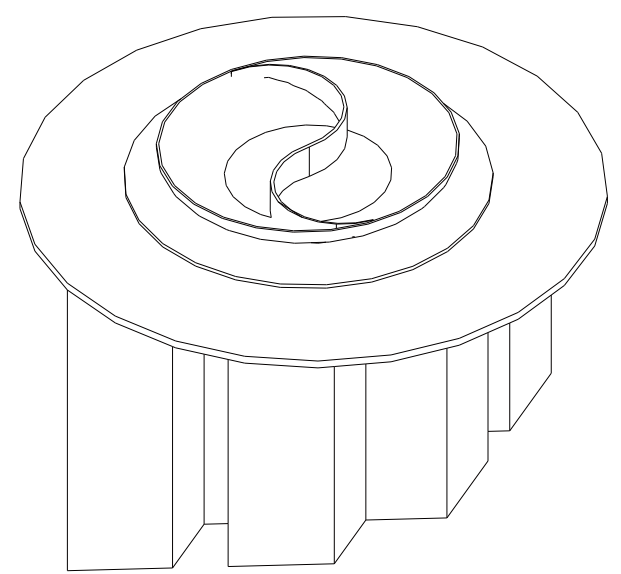
Traditional pattern  
six seats & entwined



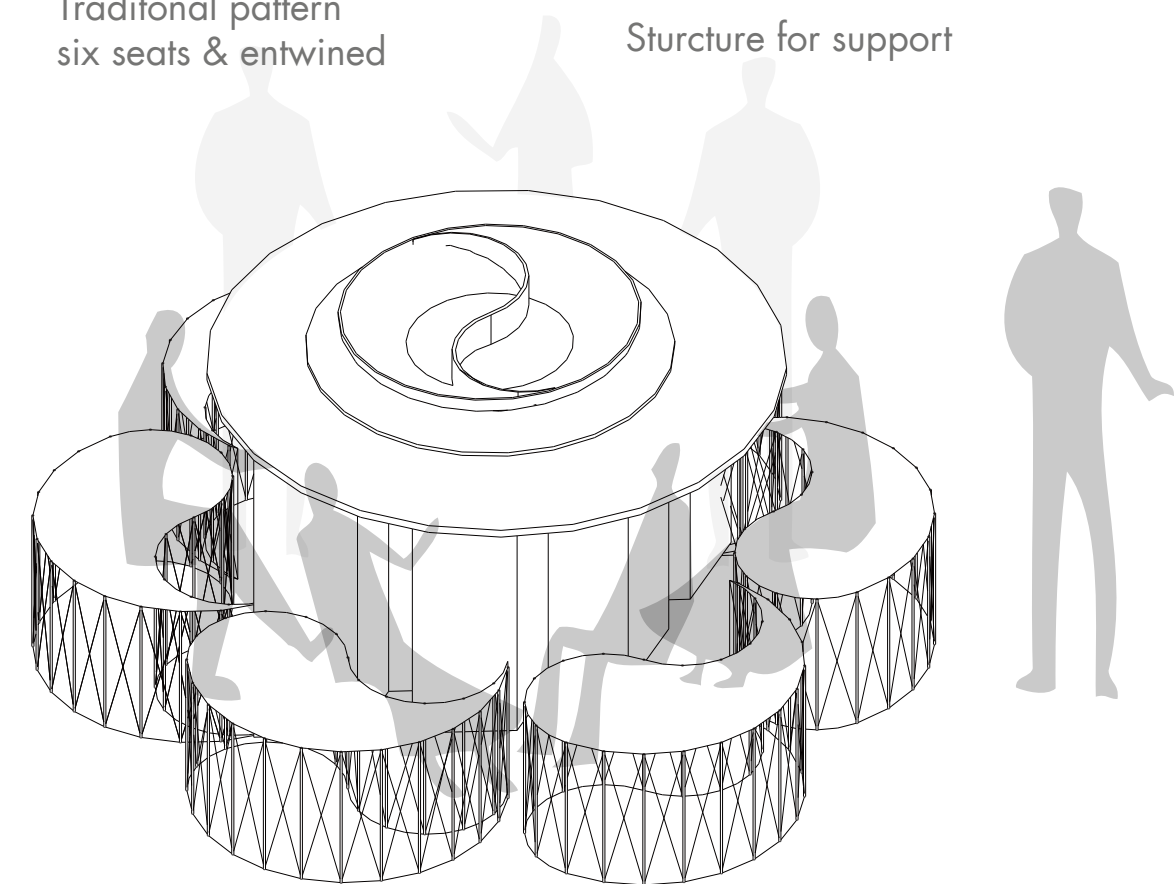
Sturcture for support



+



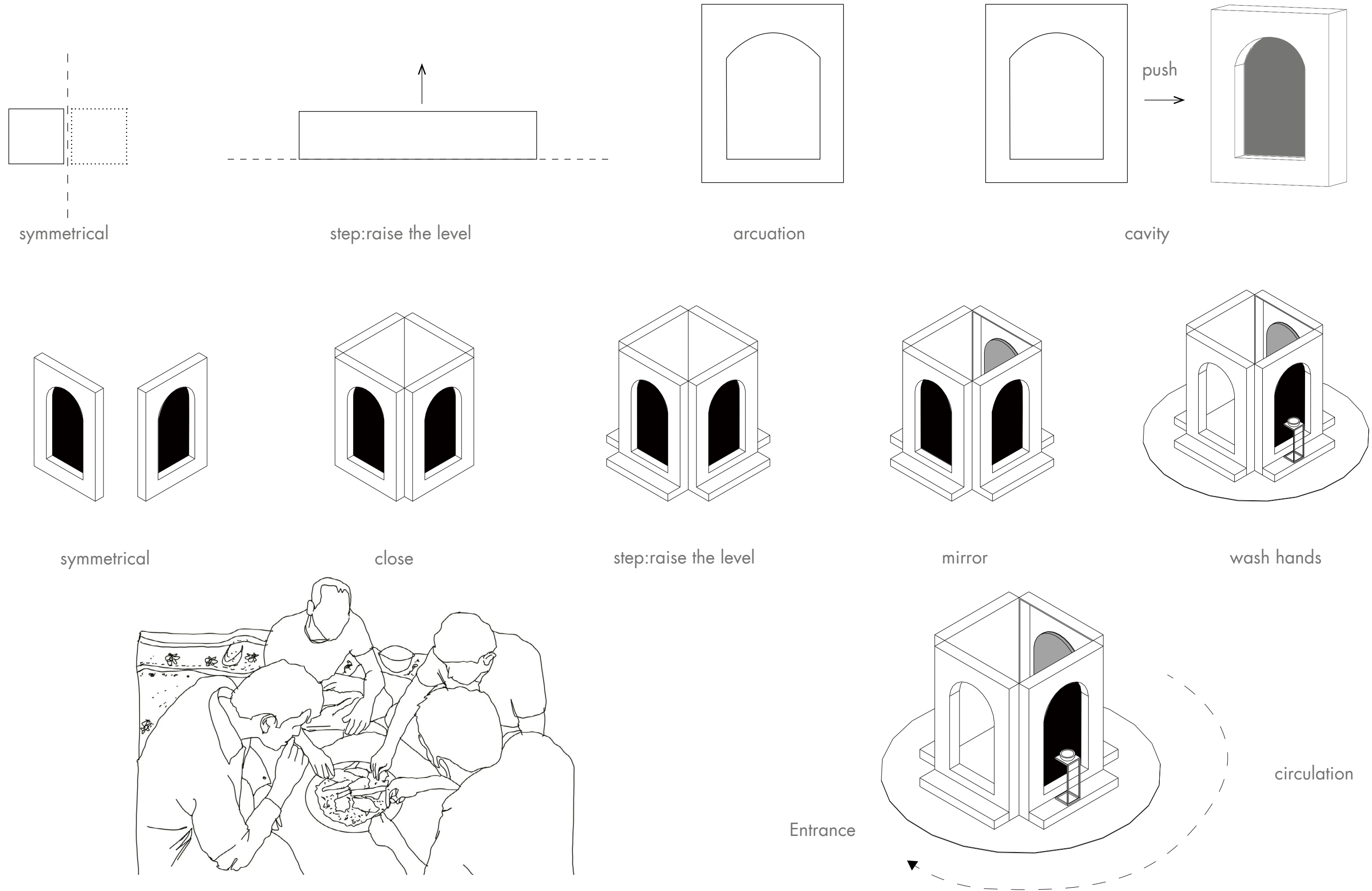
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SCHEMATIC DEVELOPMENT

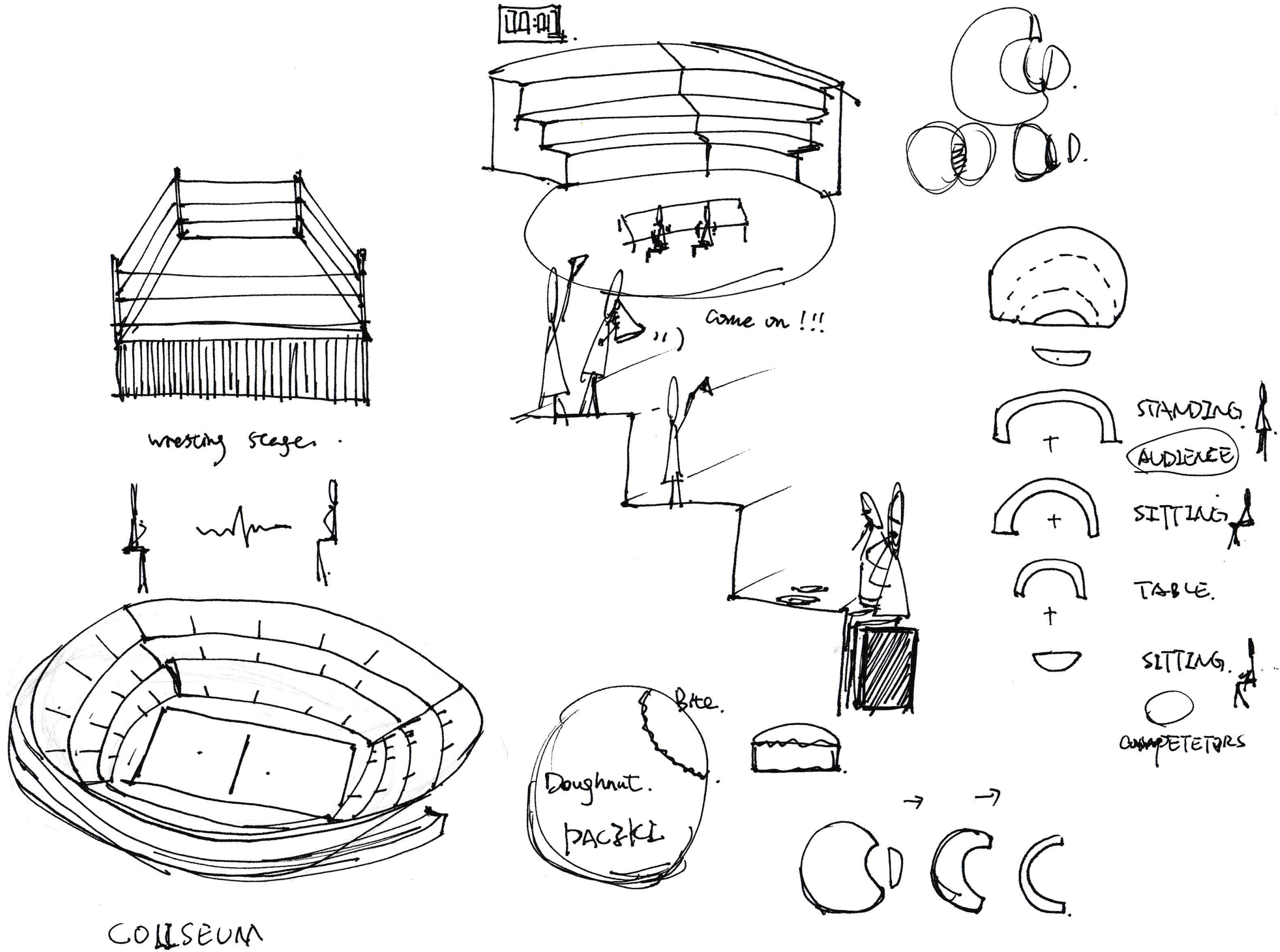
Sketches For Pop-up Restaurant





# SCHEMATIC DEVELOPMENT

Sketches For Pop-up Restaurant





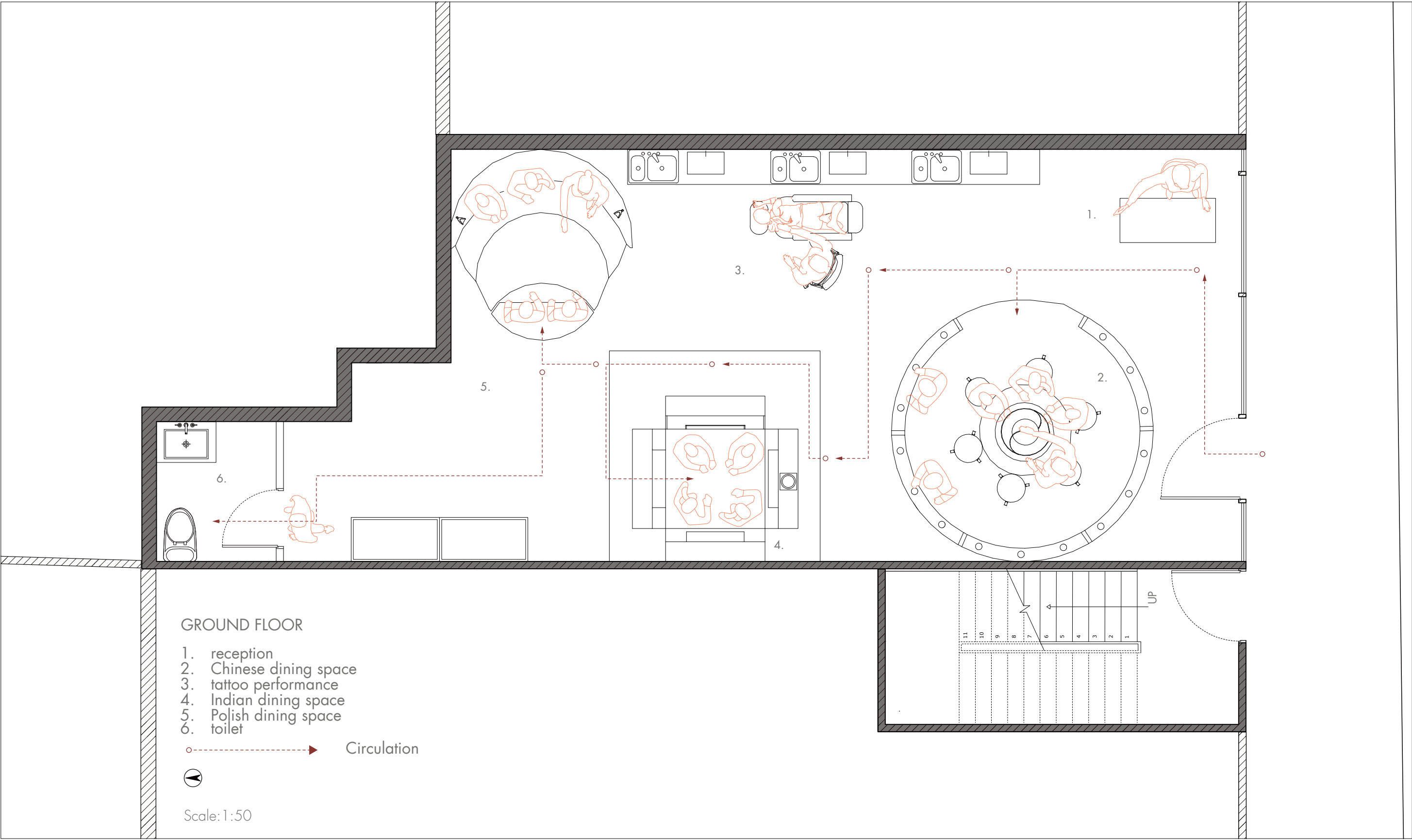
A1 AXONOMETRIC DRAWING





# PROFILE DRAWINGS

Proposal Ground Floor Plan



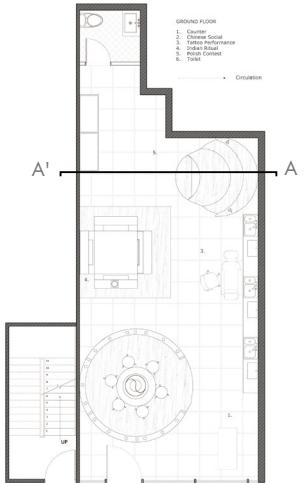


PROFILE DRAWINGS  
Section A-A'

1 Polish Paczki game

2 Indian Sacred Shrine

3 Chinese Hot Pot





PROFILE DRAWINGS  
Sections B-B'

1

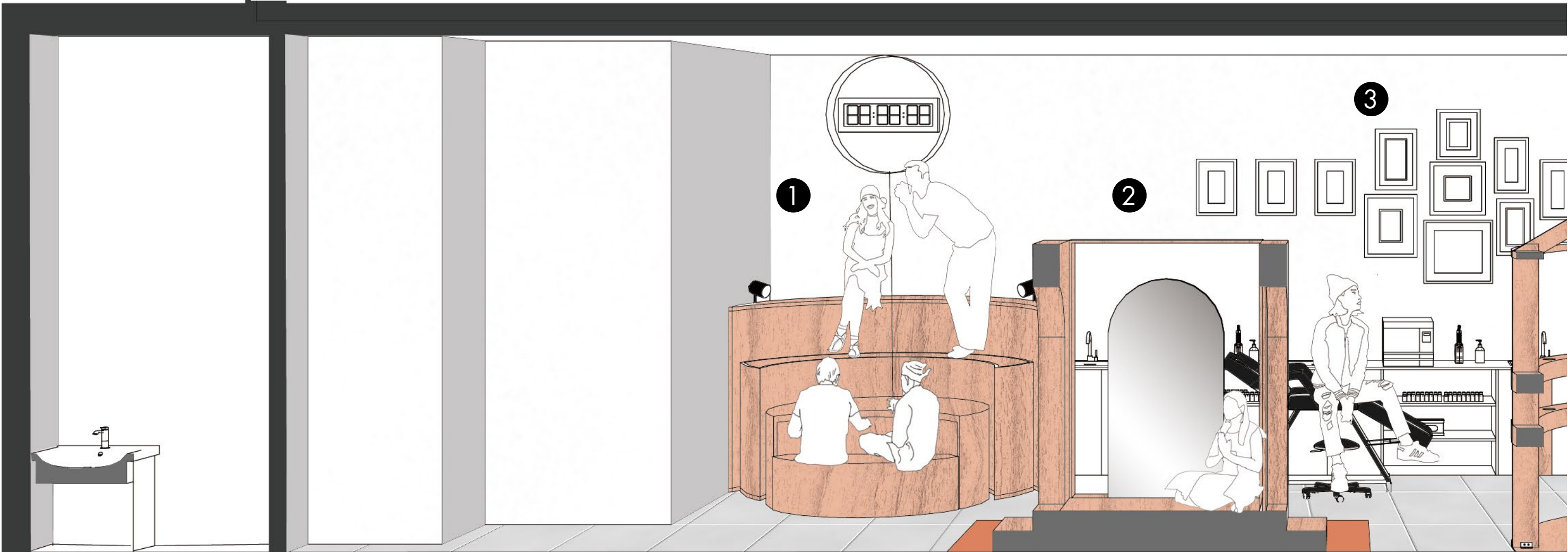
Polish Dining Space

2

Indian Dining Space

3

Tattoo Area

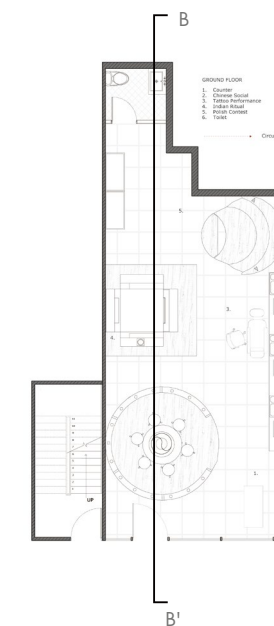
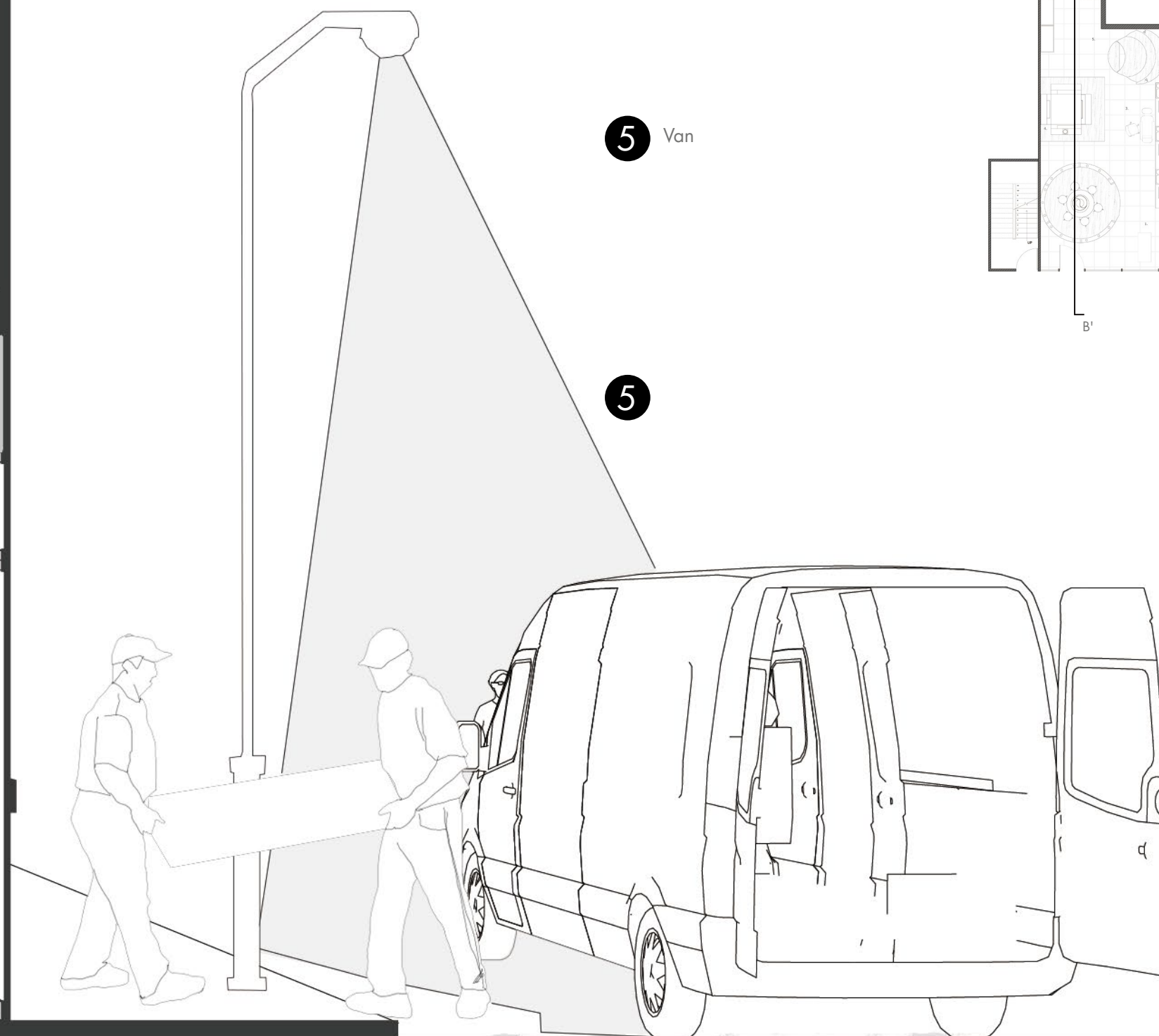




4 Chinese Dining Space



5 Van





USER EXPERIENCE  
Storyboard

THE TOWN IS THE MENU



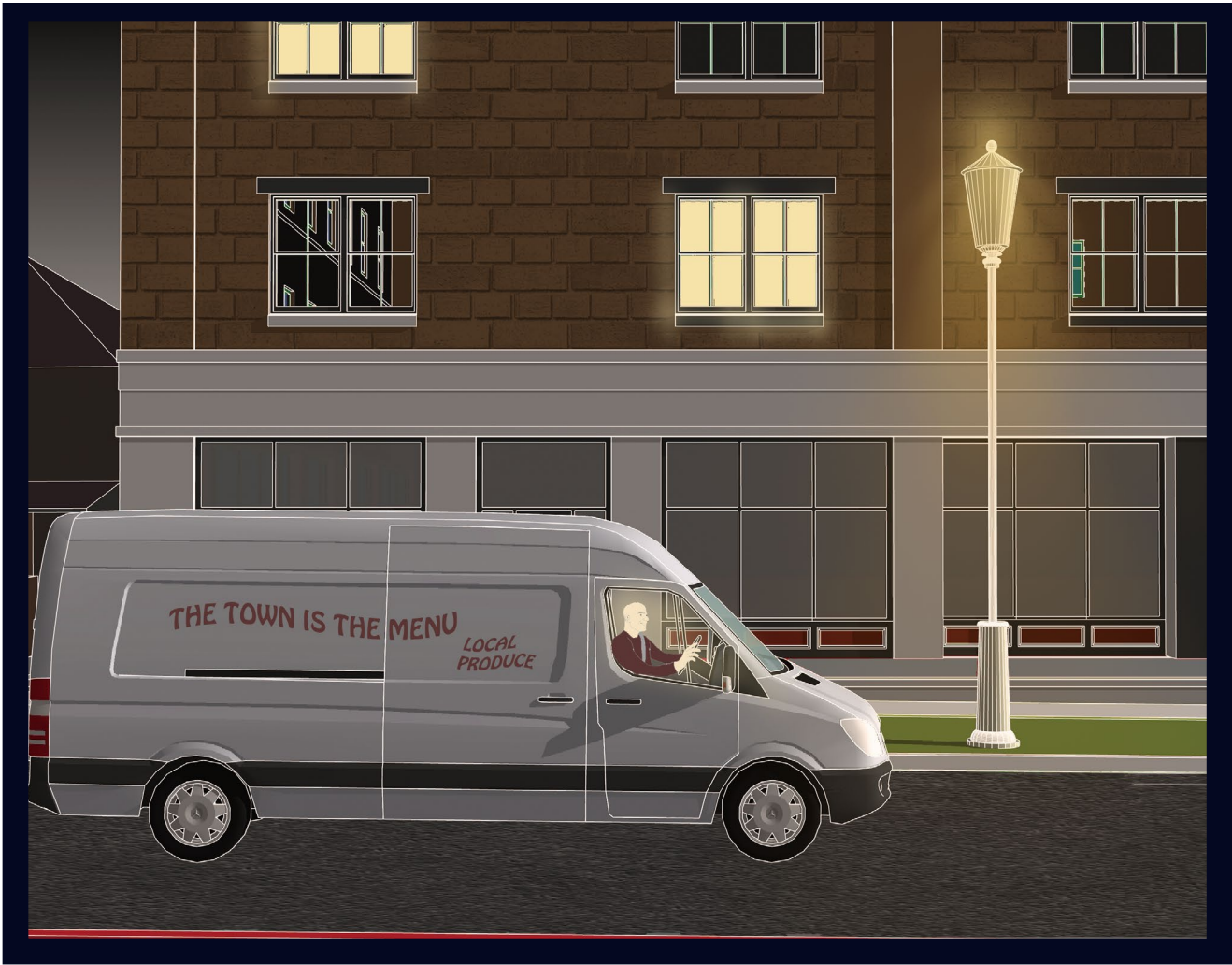


# THE TOWN IS THE MENU





USER EXPERIENCE  
Storyboard





USER EXPERIENCE  
Storyboard





USER EXPERIENCE  
Storyboard



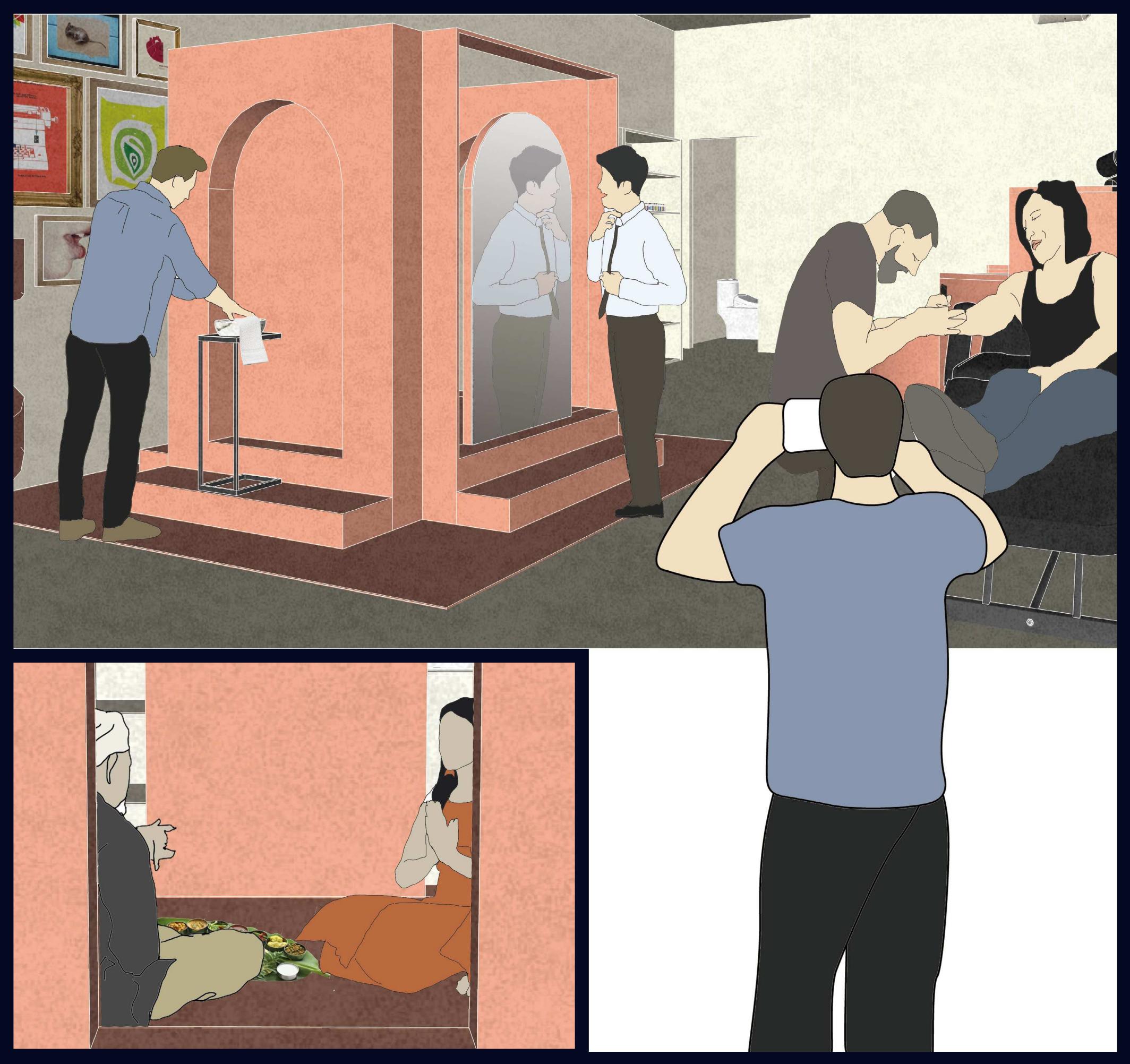


USER EXPERIENCE  
Storyboard





USER EXPERIENCE  
Storyboard





# USER EXPERIENCE

## Storyboard





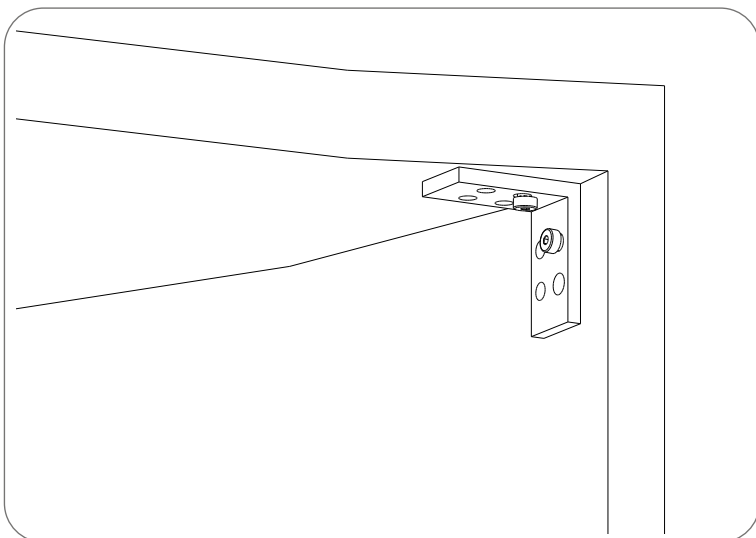
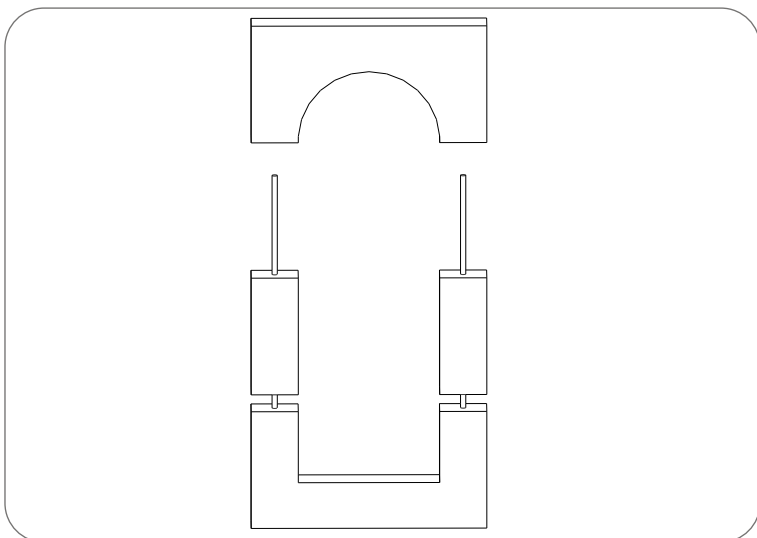
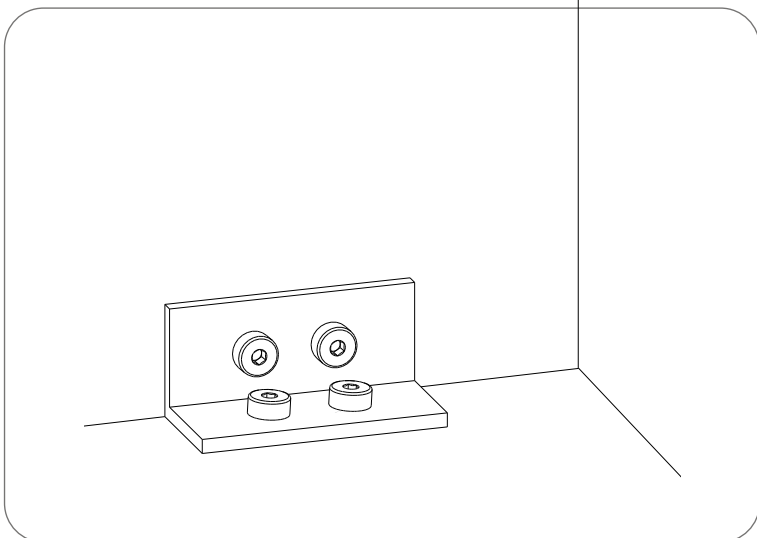
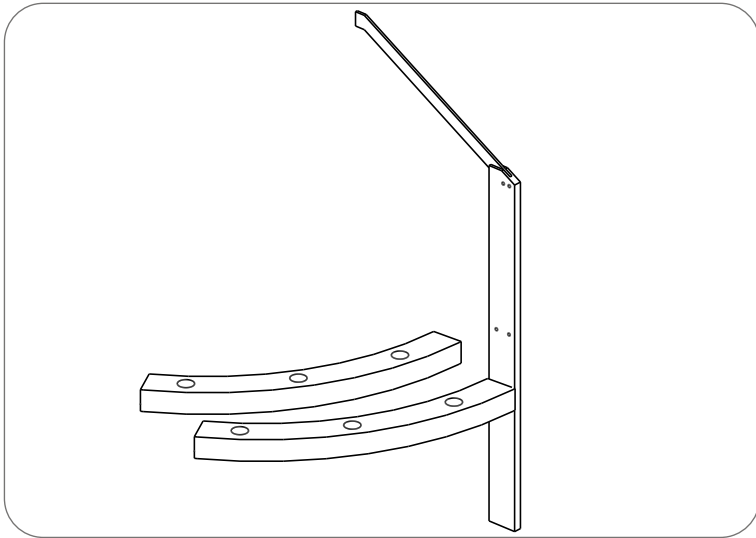
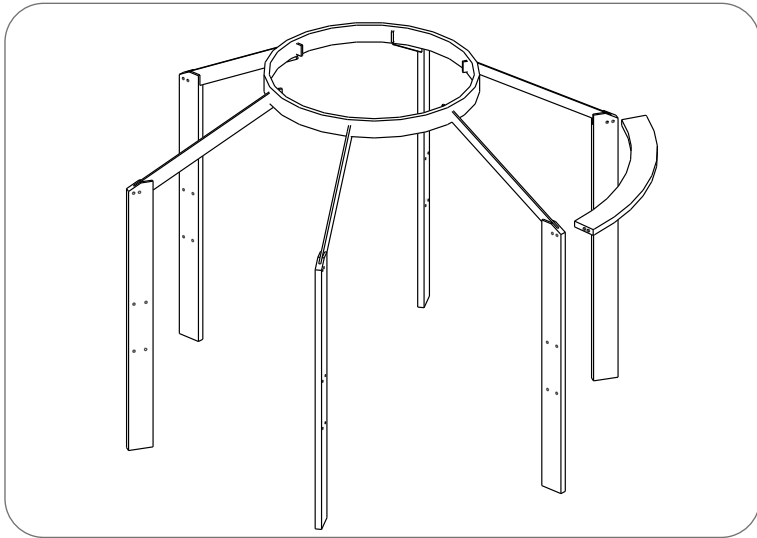
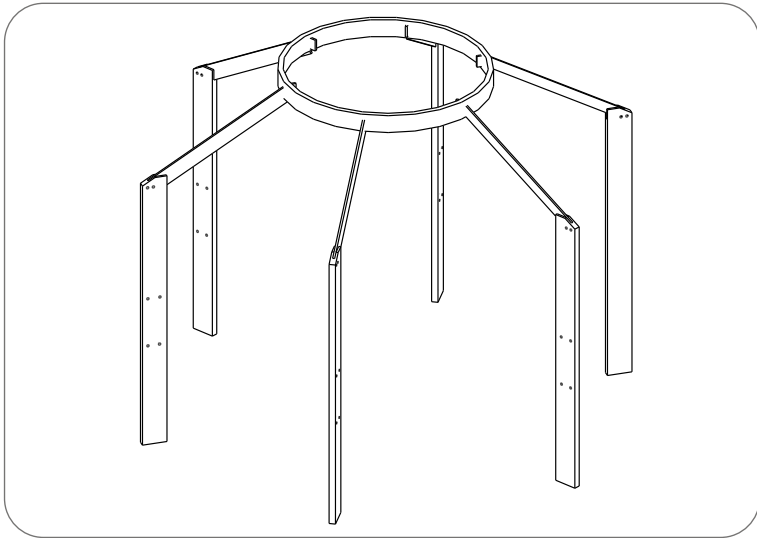
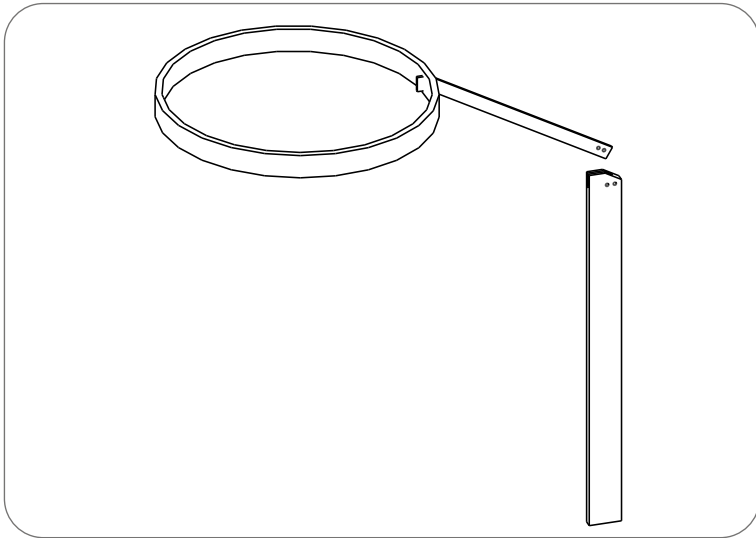
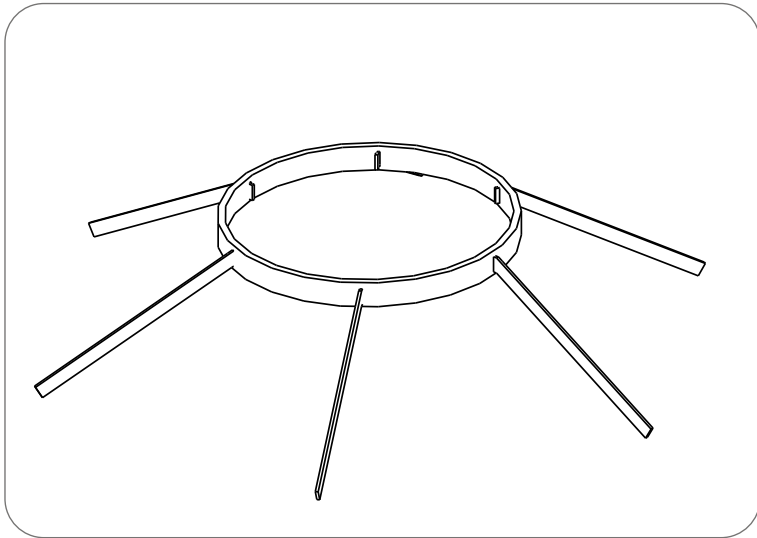
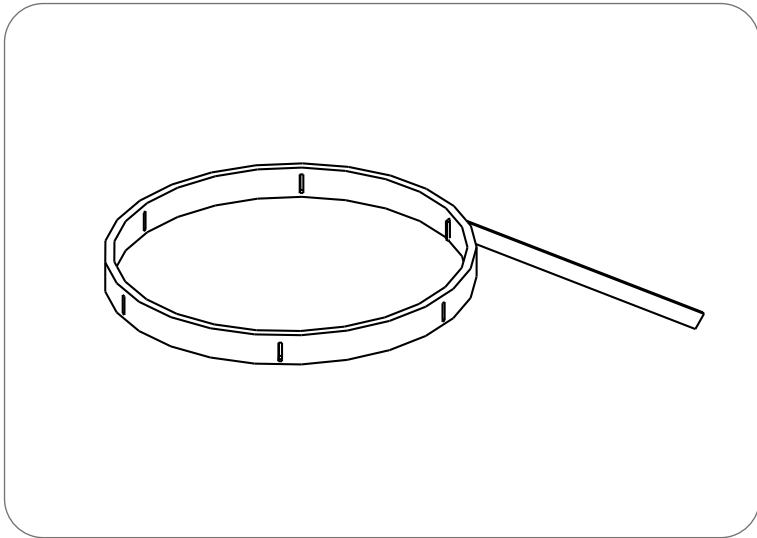
## MATERIAL COMPOSITIONS



- 1 Mirror
- 2 Oak
- 3 Bamboo Veneer
- 4 Honeycomb Filling
- 5 Stainless Steel Mental
- 6 Indian Style Rug

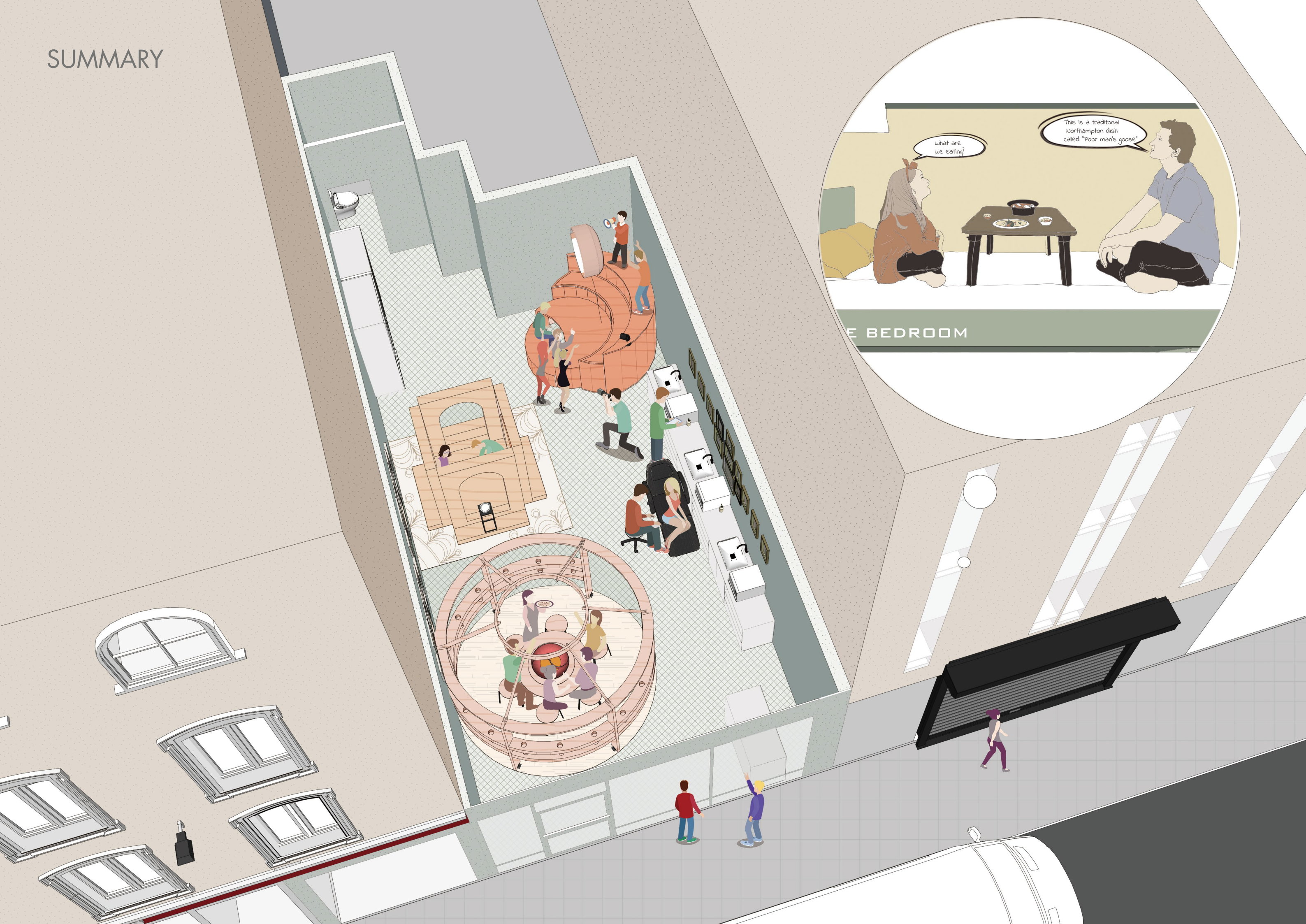


INSTALL DETAILS





SUMMARY





THANK YOU

CHI XU

2020 - 2021

