



THE
EMPORIUM waste
revolution

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Research and understanding on the issue of food waste within the UK

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**THE FIRST STEP TO
CHANGING FOOD WASTE
IS TALKING ABOUT IT.**

FABIO PARASECOLI

I believe that design a powerful tool that should be used to discover creative solutions to the unfortunate issues that we face in the world today and in the future. I aspire to design projects that respond to these issues in hope of making an impact and positive change for both people and our planet. I believe that people and their well-being is one of the most important aspects to successful design, this is reflected through my conscious design approach. I have dedicated my final year responding to a very current and unrecognised issue that is not only effecting our world physically but socially and economically. Food waste is a rising issue that must be brought to the public's attention.

ABBI GREENLAND

INTERIOR ARCHITECTURE & DESIGN

abbigreenland@gmail.com

www.abbigreenland.com

+447568554111

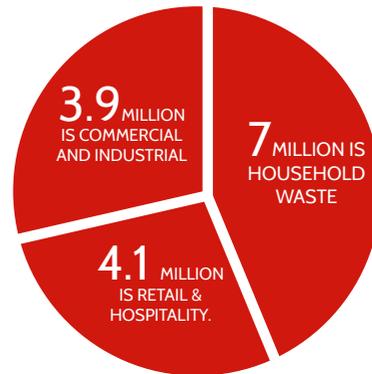
FOOD WASTE

The disposal of "food that is safe and nutritious for human consumption"

The food culture of our modern world is becoming progressively unsustainable; creating a range of issues including food waste. Due to the under-representation of this issue in the public realm, modern consumers are unaware of how damaging it is. People are unaware of the severity of the issue and how it contributes to the degradation of our planet. The environment is being rapidly harmed by "20 million tonnes of greenhouse gases" contributed through landfills of food waste.. It is argued there is an absence of moral calculus

in relation to food which has caused consumers to become disconnected from food and its process. This issue was found to be most prominent within the millennial generation. My research concluded that these must be my primary audience within my project. They are not a generation who do not care, but instead have a lack of education and awareness on the issue and wasteful behaviours need to be addressed in order to reduce food waste.

15 MILLION TONNES OF FOOD IS WASTED ANNUALLY.
60% OF THIS WAS AVOIDABLE WASTE.



Households waste 7 millions tonnes of food yearly, an issue that urgently needs to be addressed. The public need to be educated and inspired on how they can make change.

This will be achieved by using surplus food and educating the public on how to reduce their waste at home. Targeting both household and retail waste.

Food is made to be eaten and therefore it is a priority that any surplus food that would otherwise become waste is used to feed people. 8 Million people in the UK live in food poverty, we can use this surplus food as a way to resolve this.

WRAPS FOOD WASTE HIERARCHY



55% of millennials identified as 'living-to-eat' rather than 'eating to live'

"A POST-WAR INCREASE IN HOUSEHOLD FOOD WASTE IS DUE TO CHANGES IN HOW WE VALUE CHOICE, TIME AND MONEY IN RELATION TO FOOD"

DR POLLY RUSSELL

"IN ORDER TO ENCOURAGE ETHICAL CONSUMPTION, FOOD EDUCATION MUST FOCUS ON THE FUNDAMENTAL PROBLEM OF HOW TO RECONCILE GOOD EATING HABITS WITH THE WAY PEOPLE LIVING IN A MODERN SOCIETY WANT TO LIVE THEIR LIVES."

CJ LIM

education and solution
 SOCIAL LEARNING THEORY.
 (bandura social learning theory)

"new patterns of behaviour can be acquired through direct experience or by observing the behaviour of others"

In order to target my audience correctly it was clear that my project needed to target them in ways that they want to live their lives. Millennials have a passion for eating out and therefore this should be taken advantage off - adding a mural purpose to their food experience. Chefs such as Massimo Bottura are driving the movement on fighting waste and want to inspire and educate the public using their years of knowledge and experience as chefs. 40% of people said that if they knew more about cooking they would waste less. Furthering this theory shows that people learn best from mimicking role models; therefore by using chefs as a way to educate the public would have profound impact.

HOW CAN WE CHANGE THESE BEHAVIOURS?

Dr Carmen E. Lefevre
 UCL Centre for Behaviour Change

LEFEVRE DEFINES TWO STAGES TO SUCCESSFUL BEHAVIOURAL CHANGE:

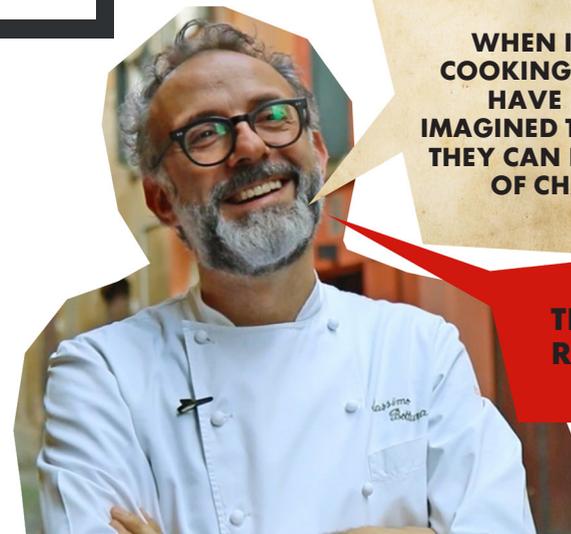
- 1 Firstly, the consumer must be re-engaged with food to raise awareness of the issue people need to understand why and how they should make a change
- 2 Secondly, once this understanding has been established a solution and education must be presented.

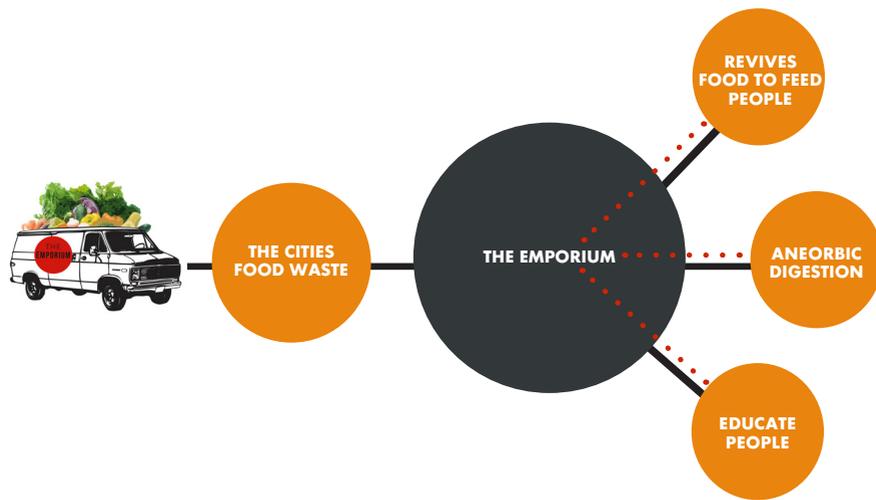
"WASTING FOOD HAS BECOME SO NORMAL THERE IS NOW NO STIGMA ATTACHED TO THROWING FOOD AWAY"
 MIKE COUPE



WHEN I BEGAN COOKING, I WOULD HAVE NEVER IMAGINED THAT CHEFS, THEY CAN BE A VOICE OF CHANGE.

THIS IS THE REVOLUTION!





ORGANISM 'anything that has life or is living.'

WHO

Primarily the space will target millennials, however the space should appeal to all to make more of an impact. The space will act as a community where anyone, rich or poor, can come and eat a beautiful meal from surplus food, bringing the community together.

The Emporium will utilise its local community by taking their surplus food and ensuring that it does not become waste. It will do this by feeding people allowing food to fulfil its purpose. The Emporium will also collect the local areas waste to ensure it is dealt with responsibly. Anaerobic digestion will turn the waste into energy and compost which will be given back to the community.

WHAT

The Emporium will inspire, educate and change peoples behaviour in the bid to fight food waste. The space will become a primary centre for collecting and distributing surplus food. The Emporium will build a community who cares.

WHY

To educate the audience on their wasteful habits and inspire them to make change, in hope that food waste will one day no longer be an issue we are faced with.

"UNUSUAL LEARNING ENVIRONMENTS GENERATE A MORE ACTIVE DISCOURSE, STIMULATING LEARNING HABITATS PROMOTE IDEAS AND TEACHING FOCUSED AROUND EXPERIENCE"

LIM 2014

106 COMMERCIAL STREET LONDON E1 6LZ

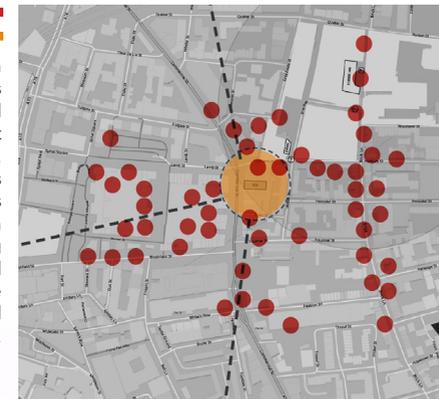
Situated within the London Borough of Tower Hamlets and faces onto Commercial street a busy and bustling road which is located near too Shoreditch and Brick Lane



A HIDDEN ISSUE SITUATION WITHIN A BUSY WORLD.

POSSIBLE FOOD SUPPLIES
106 COMMERCIAL STREET

The local area is buzzing with hundreds of food supply's such as shops, restaurants and markets making it a perfect location for The Emporium. Taking their waste and surplus food off their hands, allows The Emporium to work in collaboration with existing businesses teaching and encouraging the local area to be more conscious, waste-less and sustainable.



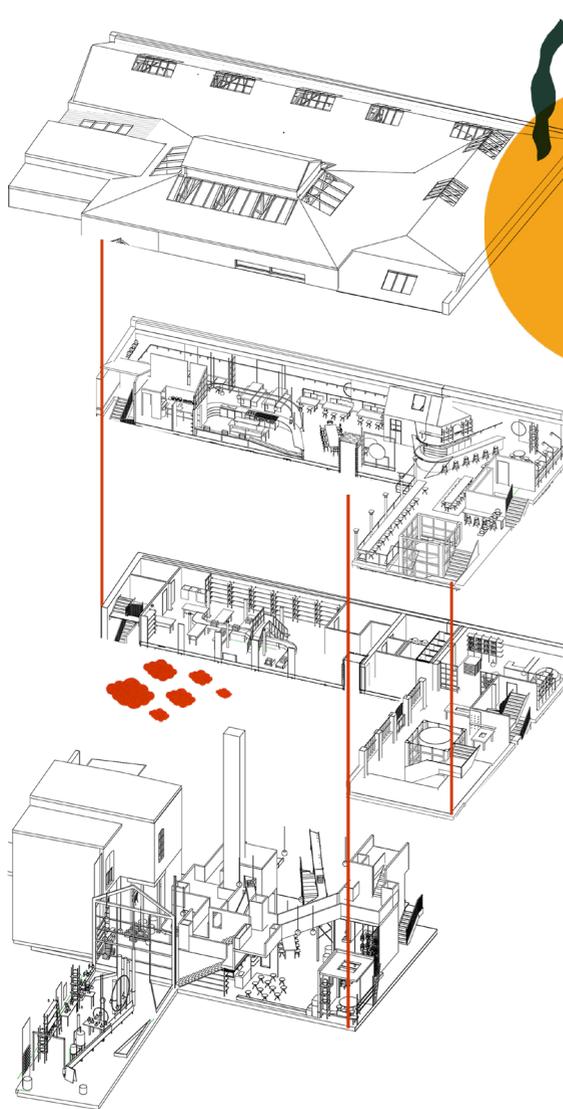
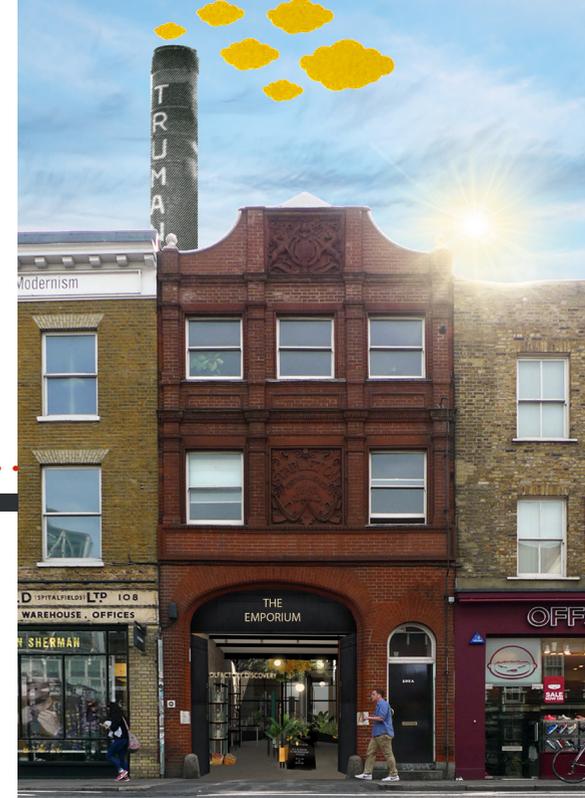
SITE ANALYSIS



The local community have recently rejected a project proposed at 106 Commercial Street as it did not give back to the community in the way the old market did. The previous market created a community and collaboration space. The Emporium will create this desired community and will continue to give back to the local area and the people within it. The old warehouse building works as the perfect place for The Emporium to be set as it connotes the sense of production and process.



The Emporium creates curiosity and surprise, the large warehouse is hidden behind what seems to be a normal shop front.



THE EMPORIUM

waste revolution

ENTER THE EMPORIUM

"PEOPLE HAVE FORGOTTEN TO ENGAGE THEIR SENSES WHEN SELECTING AND EATING FOOD, MEANING THEY ARE DISCONNECTED FROM IT"

(TAYLOR, 2012)

SECOND FLOOR

The Surplus Kitchen a comforting sanctuary which disregards all of the negative connotations that food waste has. It aims to inspire the public through innovative dishes the chefs create from 'waste', the kitchen welcomes all with a special focus on helping feed those in need.

FIRST FLOOR

The surplus food is sorted and checked to ensure it is safe for human consumption. This floor also contains the digestion tank where any unavoidable waste is recycled. Using the compost from the recycling process visitors are able to 'plant a seed of hope' from the seed library.

GROUND FLOOR

The olfactory discovery teaches people about their own personal taste palette through their primary sense of smell. Moving through to 'The City' a vibrant collaborative community kitchen space allowing chefs to share their knowledge and inspire the public on how to reduce their waste at home.



COLLECT A MAP!



OLFACTORY DISCOVERY

As people enter The Emporium they will be greeted with the Olfactory discovery. This space targets to re-connect people back to food through their primary sense of smell. Research shows that the lack of sensory interaction with food has caused us to become disconnected to it and therefore have lost appreciation and understanding of food. On entrance people will pick up a map informing them about The Emporium

FOOD WASTE REVOLUTION
20 MILLION TONS OF FOOD IS WASTED ANNUALLY IN THE UK. COME HELP US CHANGE THAT.

THE EMPORIUM
THIS IS THE REVOLUTION!
TALK FROM MASSIMO BOTTURA
SFM KITCHEN 1
PICK UP A MAP AND FIND OUT MORE!

DISCOVER YOUR AROMA PROFILE



"WHILE VISUAL CUES RECALL 50% OF MEMORY AFTER 3 MONTHS ODOROUS CUES STILL RECALL 65% OF MEMORY AFTER ONE YEAR"

(Uang, 2018)

"OUR DIGITIZED ONLINE EXISTENCE IS DRIVING A DESIRE FOR SENSORY STIMULATION"

(Palley, 2013)



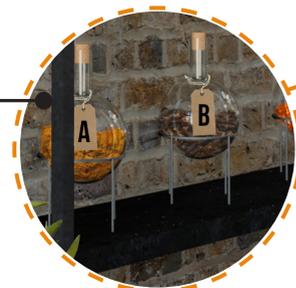
GROUND FLOOR



..... DISCOVER YOUR AROMA PROFILE

OLFACTORY DISCOVERY

The space was designed to give people the sense of discovering food. Reflected through vintage botanical prints and 'laboratory' features. The space aims to awaken your senses; responding to research that promoted how our digitalized existence "is driving a desire for sensory stimulation" and therefore targets directly the millennial audience.



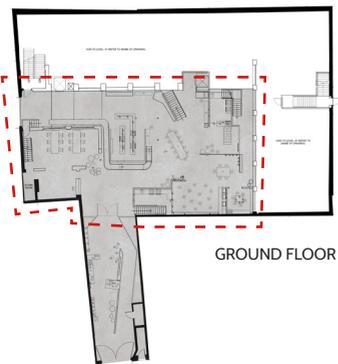
Herbs and spices will be labelled clearly in glass tubes.



The Olfactory discovery has 6 stations with 5 unknown herbs and spices. People will move through the space smelling the secret spices and will note down their favourites on the table found inside their map. Based upon this and their unique aroma profile, they will be recommended a meal in the surplus kitchen. Connecting people back to food through their senses and encouraging them to claim their meal and explore the emporium further. They spot the sign 'Find the Garden of re-growth' and enter the city to find out more...

	A		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	B	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	C		<input type="radio"/>		<input type="radio"/>	<input type="radio"/>
	D	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	E	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>

..... MOVE THROUGH TO THE CITY



GROUND FLOOR



ENTER THE CITY

THE CITY

Moving through the design creates a microcosm of a city that represents the possibilities of how we can change our wasteful habits, making people feel part of a community of change and a larger movement. Upon entry people can donate food onto the conveyor-belt. The conveyor-belt represents the production and journey that food goes on before it is carelessly wasted. The city scape provides people with a unique learning space, making it more memorable.

MICROCOSM

a community, place, or situation regarded as encapsulating in miniature the characteristics of something much larger.

FIND THE GARDEN OF REGROWTH



**"THE LESS INTIMATELY
CONNECTED WE ARE
WITH OUR FOOD,
THE MORE OF IT WE
WASTE"**

BOYLE 2010



GARDEN OF REGROWTH

As people move through the city they find the garden of re-growth! It uses off cuts of fruit and vegetables and re-grows them. This demonstrates to the public how incredible food really is. If roots are showing the public are encouraged to plant the vegetable/fruit- connecting them back to the process of growing food. The garden of re-growth hopes to inspire people to try this at home; allowing them to see the time and care that goes into growing food and reducing their waste.

40% OF PEOPLE WISH THEY KNEW MORE IN THE KITCHEN, TO REDUCE THEIR WASTE.

Within the city space there are a series of different community kitchens which will educate and inspire people through workshops and talks hosted by guest chefs. Research showed that people are willing to make change if they knew how to. This space provides them with the opportunity to learn and bring this back to their homes; reducing household waste.



EXPLORE THE CITY

THE CITY

The different kitchens cater to different learning styles. Some are designed to be more about watching and others allowing the public to get involved; reflecting Bandura's social learning theory. This space allows chefs to use their knowledge and passion to make a positive change!

education and solution
SOCIAL LEARNING THEORY.
(bandura social learning theory)

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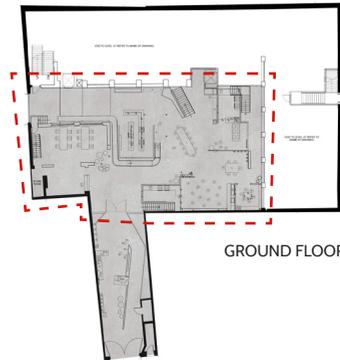


MASSIMO BOTTURA

"WHEN I BEGAN COOKING, I WOULD HAVE NEVER IMAGINED THAT CHEFS, THEY CAN BE A VOICE OF CHANGE"

(Massimo Bottura, 2017)

EXPLORE THE CITY



GROUND FLOOR



Kitchen 3 encourages public engagement, allowing other to watch to suit all different people who visit The Emporium.

"SIMPLY BECAUSE WE NO LONGER HAVE TO KNEAD AND BAKE OUR OWN BREAD. IF WE HAD TO PUT THIRTY MINUTES OF LOVE AND ELBOW GREASE, WE WOULDN'T WASTE A SLICE"

BOYLE 2010



THE CITY

Kitchen 2 focuses on public engagement, people will sign up to more private lessons with guests chefs, allowing them to learn new skills and inspiration on how to reduce their waste at home. Chefs will demonstrate the art of cooking and get people to appreciate it again; connecting them back to food as Boyle suggests above. Food has become so available within our modern world we forget to care and appreciate it. The city aims to remind the public and change their wasteful behaviours. A large community table encourages social interaction between people creating a sense of community and power in the fight to reduce waste!

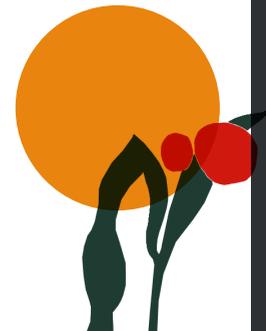


UP TO THE SORTING PROCESS



SORTING PROCESS

Once the city has been explored, people move up the stairs to the sorting process. This space is run by volunteers who work hard to ensure food is safe for you to eat. The food will be sorted into charity donations; giving back to the community. A portion of food will be used within the surplus kitchen. A sign up space allows people to volunteer their time in helping make an impact on reducing waste. The space demonstrates and shows the public the vast amount of food that is being wasted everyday.



UP TO THE SURPLUS KITCHEN



"WHEN YOU HAVE A MORE COMMUNITY-ORIENTED GENERATION, IT'S IMPORTANT THE RESTAURANT INDUSTRY TAKE ADVANTAGE OF THAT"

(MELNICK, 2010)



THROUGH TO THE RESTAURANT •••••



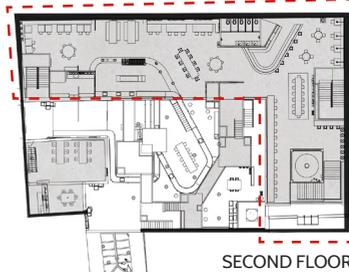
FOX HOLE GIN



TOAST BEER

SURPLUS BAR

The bar promotes innovative companies who's products have been created to aid the fight against waste!

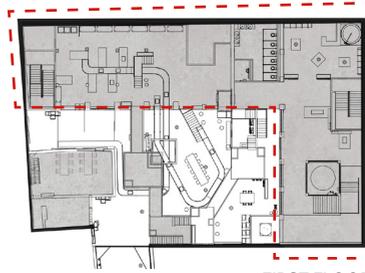


SECOND FLOOR

SURPLUS KITCHEN

The next stop is the Surplus Kitchen! It was important for this space to have a sense of luxury to disregard the negative connotations of waste; helping aid the public's changing behaviour. The restaurant will be run by both professional chefs and apprentices to ensure that the next generation of chefs have waste-less habits built into them. Encouraging a more sustainable future within the restaurant industry. The restaurant will run on a pay-as-you-can basis; allowing people to eat a beautiful meal in comfort even if they cannot pay. Helping the 8 million people in the UK who are living in food poverty whilst reducing waste at the same time.





FIRST FLOOR



ANAEROBIC DIGESTION

BIO GAS

•

ELECTRICITY

HEATING

COMPOST

DOWN TO DIGESTION PROCESS

DIGESTION PROCESS

After eating you will move down to the digestion process. The tank will recycle any unavoidable waste from The Emporium. It will also collect waste from the local area to ensure it doesn't end up in landfill. Anaerobic digestion will turn this waste into bio-gas and then used to power the building. The process also produces high quality compost which will be used both on site and donated to the local city farm. The tank can be scanned to show people the process, benefits and how to make a DIY version at home!

TO THE SEED LIBRARY



THE SEED LIBRARY

You will then move through to the seed library where you can 'plant your seed of hope' research showed that people who grow their own food, waste less. This aims for people to take their seed home and watch it grow connecting them back to food and the time and care it takes to grow, in hope that people will start to change their behaviours in reducing waste. The plant will act as a reminder within their everyday lives and their knew found knowledge obtained at The Emporium.

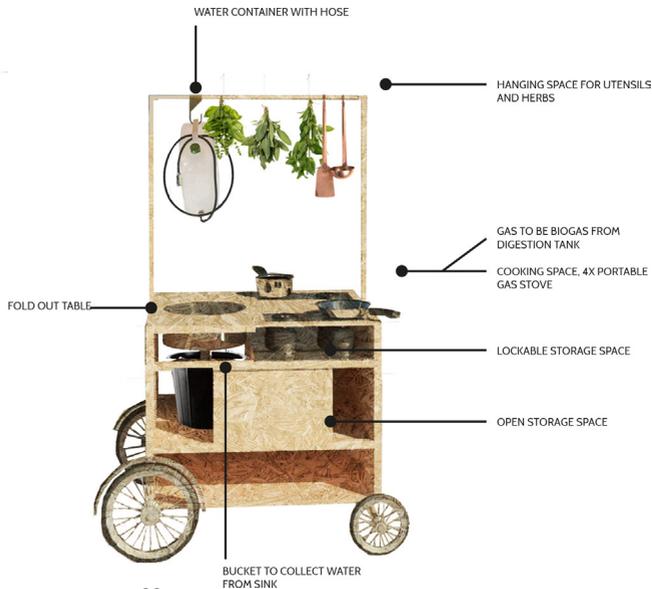
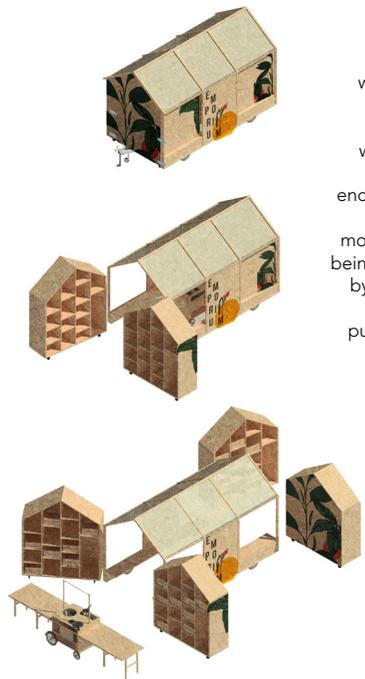


EXIT THE EMPORIUM



PORTABLE KITCHEN & MARKET

Furthering the main Emporium space I designed a portable kitchen that would travel and target more people. Visiting different locations throughout the city the kitchen will not only promote and advertise The Emporium; but most importantly will reduce waste! The portable kitchen and market will follow the same concept; using surplus food to feed people. It will focus on the traditions of cooking and interaction: working as a social tool to encourage collaboration and socialisation within the local community. Building a community against waste is vital, for the more people involved in the movement the more impact it will have. The design promotes a sense of well-being and home, making people feel a part of something. Small workshops run by the chefs will promote The Emporium raising awareness of the permanent space which is welcome to all. The kitchen workshops not only inspire the public but allow vulnerable people to eat a beautiful meal in the company of others; bringing the community together.



REDUCING FOOD WASTE

BRINGING COMMUNITIES TOGETHER

INSPIRING PEOPLE TO MAKE CHANGE

FEEDING THOSE IN NEED

CREATING A COMMUNITY THAT CARES

1% OF FOOD PRODUCED FOR HUMAN CONSUMPTION IS WASTED EVERY YEAR.

The Emporium hopes to leave impact on the issue of waste, working as a tool that will continue to inspire and support to the public in the fight to reduce waste. The designs promote well-being and give back to the community on many levels, helping inspire those who waste and also helping feed those who cannot afford to waste. Its time that we all open our eyes to the importance of this issue and work together as a community globally to consume more responsibly and waste less, for if we don't we might not have food to waste in the future. The more we are, the louder we will be!

If you want to find out more or see my other work please feel free to contact me or visit my website.

abbigreenland@gmail.com

www.abbigreenland.com

+447568554111

SORTING PROCESS

KITCHEN 2

ABBI GREENLAND
INTERIOR ARCHITECTURE & DESIGN

abbigreenland@gmail.com

www.abbigreenland.com

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