

Loop

CAFE & PRE-LOVED CLOTHES, SHOES AND ACCESSORIES

Café & self-service second hand shop concept

Bachelor thesis

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Opinnäytetyöni aiheena on suunnitella kahvila- ja itsepalvelukirpputorikonsepti Australiaan. Päätaoiteeni on ollut tarjota ratkaisu ajatellen ilmastonmuutosta ja inspiroida ihmisiä kierrättämään enemmän tarjoten vastapainoa pikamuodille. Asuessani Australiassa ymmärsin suomalaisen itsepalvelukirpputorikulttuurin eron muualle maailmaan verrattuna sekä näin sen liiketoimintapotentiaalin uusin silmin. Opinnäytetyölläni ei ole toimeksiantajaa ja tavoitteenani on saada minun visioni näkyviin.

Opinnäytetyössäni syvennyn tutkimaan suomalaista itsepalvelukirpputorikulttuuria, ajatellen konseptin keskeistä ydintä ja samalla miettien, millä keinoin muovata sitä saadakseen lopputulokseksi toisessa maassa menestyvän konseptin. Opinnäytetyössä sukelletaan palvelukonseptin suunnitteluun, kuitenkin sisustusarkkitehtuurin opinnäytetyönä keskittyen luomaan

ensisijaisesti toimivaa tilakonseptia. Tämä pitää sisällään tilakonseptin pääelementtien määrittelyn ja niiden suunnittelun modulaarisesti ja tilaan kuin tilaan mukautuvasti.

Kolme teemaa kuljettaa prosessia läpi opinnäytetyön: kierrätys ja kestävä suunnittelun arvot, muuntautuva ja modulaarinen myymälä suunnittelu sekä palvelumuotoilullinen ajattelu. Nämä teemat ovat antaneet minulle rikkaan suunnitteluprosessin, suunnitellessani mielekästä lopputulosta. Työssäni esittelen prosessia kertoen pohdintaa tehtyjen valintojen taustalla.

Lopputuloksessa esitellään konsepti, jossa on näkyvissä perinteisen itsepalvelukirpputorin ydin ideologia innovatiivisella kosketuksella. Lopputulos esitellään demotilassa, joka on luotu ottaen inspiraatiota Australian liiketilöiden tarjonnasta. Näin on saatu aikaan realistista näkökulmaa.

TIIVISTELMÄ

Avainsanat: Kestävän suunnittelun arvot, kierrätys, liikesuunnittelu, kahvilasuunnittelu, kirpputori

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The subject of my thesis is to design a café & a self-service second hand shop concept in Australia. The ultimate goal was to encourage and inspire people to recycle more and thus introduce a solution against climate change and offer counterweight to fast fashion. The idea comes from the time living in Australia and realizing the difference and uniqueness of Finnish self-service second-hand shops and also their business potential. The concept did not have a commissioner and the goal was to make my vision visible.

The thesis dives into researching Finnish self-service second-hand shop culture, finding the essential ideas behind the concept and improving the format in order to create a successful concept in another country. The thesis is concerned with service concept planning but as an interior architecture thesis it is primarily focusing on creating a spatial design concept. This included de-

signing the key elements of the spaces in a flexible and modular way to reach the innovative and inspiring concept, allowing it to be adjusted in various spaces.

There were three main themes directing the process towards the final outcome: recycling and sustainability, flexible and modular retail design and service design thinking. These themes contributed to a rich design process leading to a clever and well-functioning solution. The thesis shows the steps in the journey towards the outcome, including not only the end result, but also the design process and reasoning behind the choices made.

The final form has taken the core ideology of very traditional concept and mixed it with innovative touch. The outcome was presented in a demo space that was inspired by current Australian retail space supply therefore giving a realistic aspect to the design.

ABSTRACT

Keywords: Sustainability conscious values, recycling, retail design, cafe design, second hand shop

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Sydney, Australia

FIRST WORDS, WHAT IS THIS ALL ABOUT

Last year while living in Australia I came across the topic of second-hand shops. As moving to another country with only a 23-kilo suitcase, I faced many items that I would have liked to purchase second-hand and there I noticed the difference of the second-hand shop scene compared to Finland. The impression that I got is that second-hand shops are generally perceived as a charity, meaning that the items would be donated. After having conversations with locals I heard that there are a lot of popular market events, where locals would sell their pre-loved clothes, shoes and accessories. Most of the time these events were held in summertime or on weekends, or when people have a day-off from work.

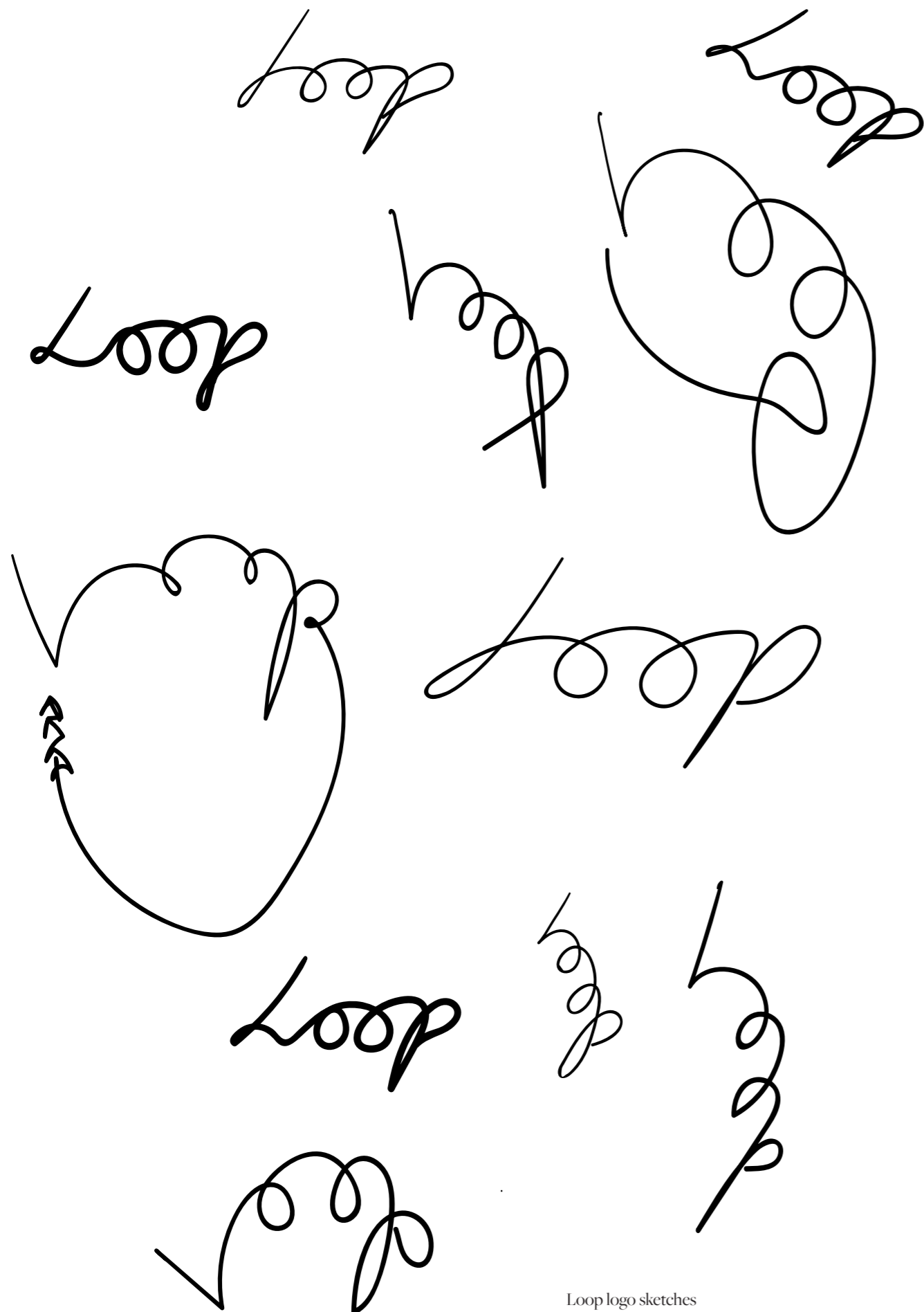
Then I realized the potential in Finnish self-service second-hand shops. They are usually open everyday throughout the year and the stallholder does not need

to be there in person. Most importantly people get to see, feel and try on the clothes. There are three user-groups benefitting from the business: stallholders can sell their pre-loved items, customers can fulfil their needs at a low price and the business profits out of the services.

As a Finnish entrepreneur Liisa Jokinen says: "Would be good, that Finland's success in Fashion would be measured in the future, in a way that we would have something else to give to the world than only new products." (Vuoripuro, 2020). Self-service second-hand shop concept could be our new non-product producing service that we were able to proudly export. Besides, what would be more intelligent than using a retail model that is very common in Finland but unknown in the World?

02

INTRODUCTION & METHODOLOGY



Loop logo sketches

2.1 SELF-SERVICE SECOND HAND SHOP & CAFÉ CONCEPT AS A SUBJECT

The subject of my thesis is to design a café & self-service second hand shop concept in Australia. My thesis gathers the best of Finnish self-service second-hand culture into a concept named Loop Café & Pre-loved clothes, shoes and accessories. This concept was not based on a client request and the goal for the thesis was to make my vision of the Loop -concept visible. Thus, in the future the aim is to look for a suitable associate to develop this concept further. My vision is to create a functional and innovative, self-service second hand shop concept and a shop environment model both providing an inspiring place to meet with friends and family but most importantly offering another easy and convenient way for Australians to recycle.

The thesis concentrates on introducing the basis for Loop's self-service second-hand shop's services and spatial design elements. This includes showing the steps in the journey towards the outcome, not only the end result, but also the design process and reasoning behind the choices which were made. My design process is roughly divided into two chapters, as it has been in reality, designing the concept idea followed by the spatial design process. In the concept idea chapter, I am contemplating the philosophy behind the idea and cre-

ating customer groups and services. In addition, idealizing a possible starting location for the concept.

To initiate my spatial design process, I am specifying the retail space styles which continues to forming an ideal layout plan. In the spatial design process, I am going to introduce the key elements that are part of the Loop's spatial design, no matter what the space was. These key elements mainly consist of display design, fitting rooms, café bar/shop counter and café furniture.

From the very beginning it has been clear to have a café as part of the concept. A Café environment brings life to a space, giving versatility for the user experience. However, the café menu and kitchen/ bar are introduced in the thesis only on a very basic level. Designing a successful menu for a café needs experience and time, and a well-functioning kitchen/ bar needs a menu, before specific planning. The thesis does not include any planning towards entrepreneurship as a form of enterprise, marketing planning or detailed graphic designing.

The outcome is presented in an imaginative retail space that has been inspired by existing models.

“Buying clothes, shoes and accessories in second-hand extends product life cycle giving great counterweight to fast fashion.”



Image 1

2.2 RELEVANCE

A United Nations study discovered that the fashion industry utilize more energy than shipping and aviation industries together. Along with being responsible of 20% of all water waste and 10% of all greenhouse gas emissions (Helmore 2019). The evolution of fabric fibers has led to 60% of them being synthetic, which are created from fossil fuels. This in turn creates a problem for the disposal of these fabric fibers, as when they are transferred to landfill or incineration they will not decay like natural fibers. (Schlossberg 2019).

Climate change and other problems relating to nature are crucially in need of solving. In the ideal spotlight to provide solutions are designers, which are by meaning “problem solvers”. It is essential in their role to respond

to these problems by rethinking what they could do more or differently in their own work. (Moxon 2012, 24.) Buying clothes, shoes and accessories in second-hand extends product life cycle giving great counterweight to fast fashion. Self-service second-hand shops provide people with an alternative opportunity to choose natural materials such as wool or cotton items as the items are available at a lower price. Not only recycling, but also self-service second-hand shop’s provide an easy income for people.

2.3 FRAME OF REFERENCE AND GUIDELINES

As the “eco-label” frame of reference diagram shows (Diagram 1) there are three main themes directing to the final outcome: recycling and sustainability, flexible and modular retail design & service design thinking.

The ultimate desired end goal is to encourage and inspire people to recycle more and introduce a self-service second-hand shop & café concept, in a way that it will be easily approached in Australia. Therefore, recycling and sustainably conscious values are the main themes in the thesis. These values are reflected throughout all the choices that are made during the process, when creating the spatial design or services of the concept.

One of the themes is service design thinking. In order to make the best possible user experience for Loop it is necessary to give extra notice to its services. The flexibility and modular retail design will be an important theme, as the spatial design needs to adapt into different environments and always changing circumstances. The self-service second-hand shop’s selection is constantly changing, and also when testing a new store concept it is paramount to have space for improvement. The challenge will be to design a modular, flexible and visually interesting display that will give a platform for constantly changing selections.

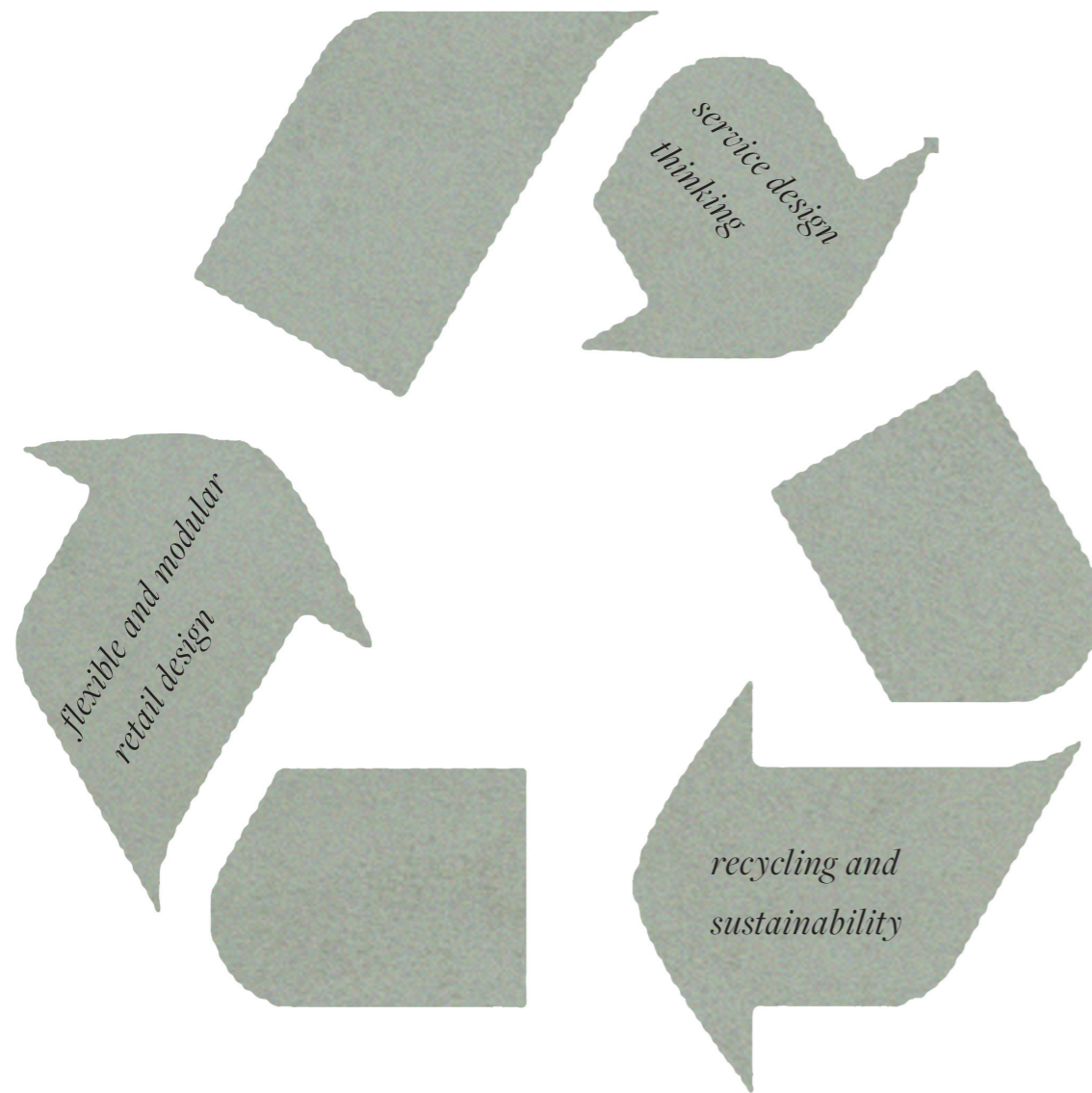


Diagram 1
Frame of reference

2.2 THE STUDY METHODS

In order to understand the basis of the thesis subject, I have used the “double-diamond -method” which is widely used by designers all around the world. After the design challenge has been found, the “double-diamond diagram” (Diagram 2) divides the process into two main phases: discovering and defining & developing and delivering. The idea is to repeat these phases as many times as needed until the final desired solution has reached.

is all about discovering and defining the challenge, it makes the designer question and research more about the subject. Thus, it leads the designer to use the relevant research methods in order to describe the definition. This is followed by the second diamond, where this definition will be developed and delivered to the final outcome.

After understanding this method’s process, it has revealed where to focus on and what is important in creating a service and spatial design concept. It also aids in outlining the scope for the project. As the first diamond

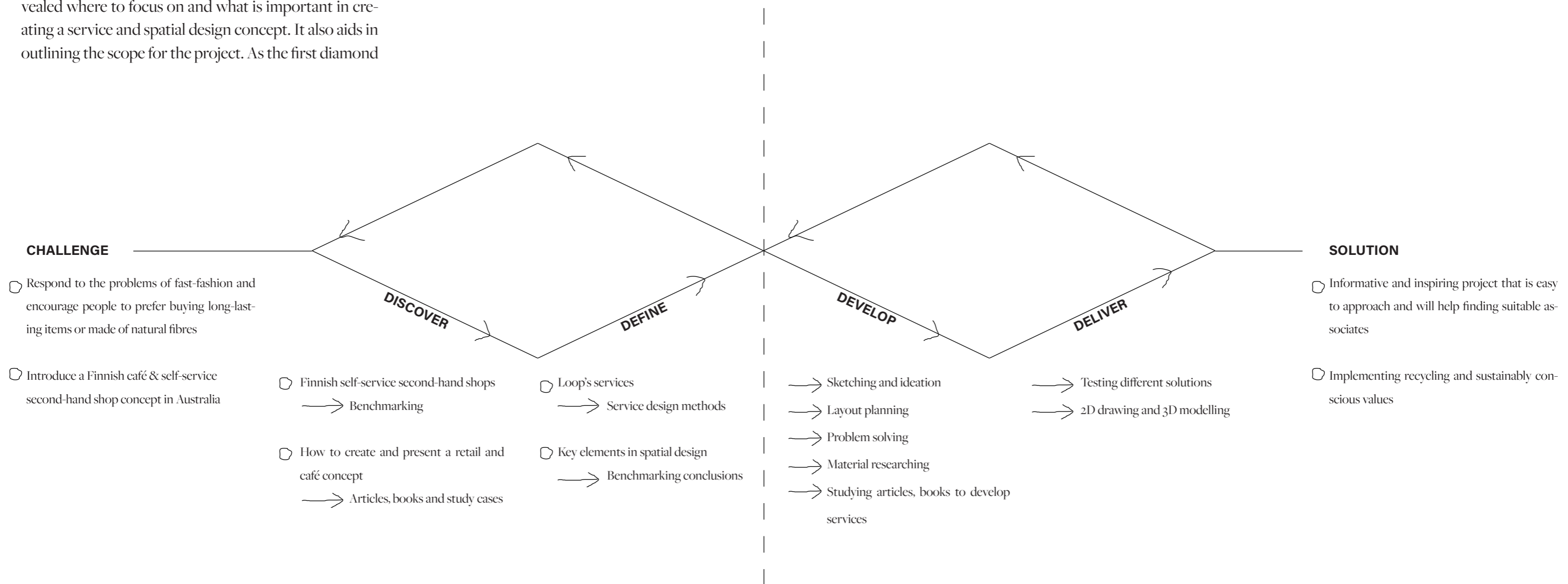


Diagram 2
Double diamond

03

DISCOVERY



Image 2

3.1. SELF-SERVICE SECOND-HAND SHOPS, FROM THE 90'S TO THE CURRENT MOMENT

As many other countries around the world, also Finland, suffered from a recession in the beginning of 1990s. Many people lost their businesses and unemployment percentage was bigger than ever before. Flea markets replaced empty businesses that had gone bankrupt, this giving a solution for households to gain needed goods for an affordable price. Furthermore, it also gave an extra income to sell the no longer needed items. Environmentalism and ecological thinking were also coming slowly into the Finnish way of thinking in the 1990's. (Finland's National museum 2019.)

Traditional Finnish self-service second-hand shops, which I remember from my childhood in 2000's Finland, were usually in an old, large retail or storage space. Most of the time, there was not much natural light and

fluorescent tubes were illuminating the stallholders' goods. Stalls were either a mix of old retail furniture or made roughly of timber with a table space and a clothing rack above. The layout was usually the same: as many rows that could fit in to the space. There were large amounts of used, old clothes and shoes, some in better condition than the others. The ones that were not in a good condition caused a problem as the indoor air was not fresh.

Fast fashion arrived into the retail market as the new shop model in the end of 1990's. In 1997, the first H&M store opened in Helsinki (Hahtola, 2012). In the 2000's Finland, fast-fashion stores continued popping up, making it cheaper to buy new garments. Nowadays people are more aware of the downsides of fast-fashion and the

popularity of second-hand shops has increased within the last five years among young Finnish people, who are willing to be responsible consumers. (Jännes & Kuitunen 2020).

There are dozens of self-service second-hand shops that have a similar interior design, large shop windows and marketing strategy to typical clothing shops in today's Finland. Besides this, self-service second-hand shops are offering more services. For example, usually stallholders can decide whether they would like to take care of the stalls and pricing by themselves or choose a service that is all-inclusive when the only thing that the stallholder needs to do is bring the items in.

3.2 BENCHMARKING HELSINKI SECOND-HAND SHOPS

Benchmarking is a method used to develop or design “x” through learning from the existing field of interest. It is important to understand the market of the “x”, to be successful. The idea is to compare already existing strategic models, products, services and operating modes. (Tuulaniemi 2011, 80.) Utilizing this method will give helpful starting points for the design of Loop, café & self-service second-hand shop -concept.

Currently there are at least 42 flea markets/second-hand shops and vintage stores in Helsinki (Stadissa.fi). Three of these have been selected to be benchmarked and the findings of these studies will be introduced and explained in the following chapters. From Loop’s point of view, it is beneficial to study second-hand shops that are in the urban area of Helsinki. Despite of the central location, these self-service second-hand shops are different from one another, however at the same time share similarities, for example their customer groups. Benchmarking is concentrated on observing the concept, location and displaying/stalls.

3.2.1 KAMPIN KIRPPIS

Kampin Kirppis reminds me of a traditional Finnish self-service second hand shop. The second hand shop’s collection is diverse as the shop allows a range of items the customer can sell. This means that there can be anything from tableware to shoes.

Central location, close to Helsinki’s city center shopping malls means effective public transport and customers can conveniently pop into the store without organizing to go there. From the street Kampin Kirppis looks like a small, one room store space but however the shop is continuing one level lower. I believe this implies most of the core customers are regular as the size of the second hand shop is not visual from the street.

Upstairs the collection is mainly consisting of antique



Kampin Kirppis shop front



Stalls in Kaivarin Kanuuna



Kampin Kirppis



Kaivarin Kanuuna second hand shop front

and brand items, and the down stairs there are timber made stalls in long rows which is typical in a traditional second hand shop layout. The stall numbers are easy to see which aids in the return of the items back from the fitting rooms. The fitting rooms are located downstairs making me wonder if this layout creates a problem to maintain the racks and also to watch over customers. My personal experience visiting the second hand shop, I decided to try on a jumpsuit and, due winter time I was wearing multiple layers, and the fitting rooms were not equipped. There was only a bench or too little clothing racks, which led me to place my own clothes on the concrete floor. I also found the fitting room curtain was difficult to close.

3.2.2 KAIVARIN KANUUNA

Kaivarin Kanuuna has been in various locations since 2009 (Kaivarin Kanuuna 2017). Currently the second hand shop location is in wealthy neighborhood called Ullanlinna. The location is slightly out of the city center and thus meaning that the customers have to plan to go there. I believe that the regular customers are living in the nearby neighbourhood.

Kaivarin Kanuuna regards themselves as a quality second hand shop (Kaivarin Kanuuna 2017). I found it interesting how the high end second hand shops maintain a high quality brand imago, due to the varied products stallholders bring to the store. While visiting the store I noticed wide range of different brands but also chain brand clothes and items like coffee mugs. As it often seems more common to see female clothes in second hand shops, in Kaivarin Kanuuna there was a lot men clothing as well.

3.2.2 RELOVE

Second hand shops like Relove have made Finland's second hand shop scene more boutique like. Relove is a café & second-hand shop with also a pop-up corner where new designers can show their products.

As their website quotes "in Relove, you are able to find brand treasures", the stall holders are selling mostly designer brands and the customers know already the typical scene of the clothing before visiting the store. It is also open daily and private events can be organized. (Relove; Meistä)

Relove offers three types of services. Stallholders can decide whether they would like to set the pricing by themselves or the staff at Relove can set a price for their cloths. The customer can also sell one valuable item And Relove takes a certain percent of the sale for all items sold and a stall holding rent. Relove is also providing a pickup service where they will come to your home and gather the cloths your selling. (Relove; Meistä)

There are two Relove second-hand shop & cafes in Helsinki. Both have a café & second hand shop. They are located in central urban areas with good transport connections, with the Töölö's shop having large public car park just next to it. There are many similarities with both shops and both are located in wealthy areas. Both stores are in the corner buildings with large windows that are facing in multidirectional ways. Pedestrians and cars are passing by and have the ability to see both the café and the shop from the street. From these buildings the concept of the business is evident to the public, so they don't have to question the concept of the business.

The size of the store is 300m² with an L-form floorplan being one side there is a café and on the other a second hand shop. They have recently renovated the store making it bigger. I found that it is effective that there is only one counter in the store which makes managing the store easier for the staff. The L-shape of counter works with separated cashing points to the café and second hand shop area and its location close to the entrance with a broad view of the entire shop, which makes it safe.

There are three fitting rooms in shop, which is necessary for the size. The fitting rooms are next to the counter so the staff can keep an eye on who is going in to try on clothes and makes it easy to keep them clean. In my observations, there could be more coat hooks in the fitting rooms. The store environment is filled with good music and pleasant aroma in the store, which makes the experience even more special.

There are around 60 stalls at the Töölö's Relove store, which is giving a large range of selection and not to exhausting to search through for the customers. The stalls are clothes racks in the center of the space and along the walls, there are built-in clothes racks. The clothes racks in the center of the space are about 150 cm high, which is making the space feel a lot bigger. The stalls are placed quite close to each other which makes the walkway narrow and when the store is busy it is a little bit difficult to move around the stalls. Hangers on the clothes rack are made of velvet to protect cloths, and at a height where it avoids longer tops and dresses brushing the ground.



3.2.4 CONCLUSIONS

● Locations are close to public transport connections and parking areas. Wealthy neighbourhoods and centrally located.

● Single story store space with large windows giving natural light and advertisement for the business. The entrance into space is designed in a way that it creates naturally two “sides” to the space: café and retail shop. 60 stalls is a good amount of different clothing selection.

● The advantages for having one counter between both services is that minimal staff will be needed to assist both services. This counter will consist of 2 cash registers for each service, to separate the café and retail shop customers, reducing in store traffic, obstruction by the customer cue and hygiene reasons. Ideally behind the counter there would be kitchen and staffroom.

● The fitting room ideal layout location is close to the counter, making it easy for the staff to maintain them and for safety reasons, such as keeping constant vision of customers trying on clothes. It is essential to have adequate space for customers in the fitting room area, and predictive planning of where the fitting room cue will line up is in rush hours. There should be no stalls near the fitting room, as when the store is busy fitting will block these stalls from being explored. Fitting rooms should be equipped with a bench and appropriate amount of coat hooks (for customers own clothes and for the ones that customer is about to try). It is important that there is no visibility into fitting rooms when customer is trying the clothes.

● Intelligently placed mirrors on the walls: customers can try on jackets and hats easily without the need to go to the fitting rooms. Well-placed mirrors also provides natural light to the store and prevents theft.

● Suitable length from the ground to the stall rack is about 1100 mm and the wall space can consist of higher stalls (1800-1900 mm). Clothing shelves require more cleaning and are more difficult to clean than clothes rack. How to display shoes and bags? Items that are more expensive, e.g. handbags, should be displayed close to stallholders clothing in a secure and easily visible area. From my observations of benchmarking, these more expensive items are usually isolated for safety reasons somewhere close to counter, is making me question if customers see them while visiting the store. The way that stalls are numbered should be clear, enough so if the customer decides after trying the clothing on to return the item it would be easy to find its original location.

● The items that have lost the price ticket needs to have a storage location. Where? Would there be a way to avoid this problem?

04

DEFINING THE CONCEPT

4.1 FROM A SIMPLE IDEA TO PHILOSOPHY

Concept planning in other words means business strategy planning with the aim of, execution of the business's philosophy and the desired brand vision. The goal for concept planning is to make the business idea, spirit and strategy more clear. (Sammalahti 2009, 21.) Both customers, staff of the business, and also stakeholders are wishing to be part of a vision. To create this feeling for the business, is to focus on the genuine starting points and go deeper into the foundations than just giving answer for pragmatic questions. (Sammalahti 2009, 21.)

To reach a genuine base for the concept of Loop, I have decided dig deeper into Sammanlahti's (2009, 21) spirit questions. There are four pillars that need to be well thought of: necessity, uniqueness, togetherness and individually. Defining the answers for the previous pillars leads to a stronger concept, thus making decisions will be easier as giving direction when designing the services of the business or the material of the space.

“Defining the answers for the previous pillars leads to a stronger concept, thus making decisions will be easier as giving direction when designing the services of the business or the material of the space.”



Image 5

NECESSITY

Necessity of clothes or shoes is never going to change. Loop offers an alternate way to find a new dress for summer party or for a child's new school shoes when grown out of their current ones. Furthermore, at Loop whether it is the mother of a child whose shoes are too small or a person who has garments in the wardrobe, that haven't been used in a year. They can sell their no more needed items at Loop and make money in the process. The idea is to encourage people to invest in quality materials without spending a fortune and also keep these materials, “in the loop”.

UNIQUENESS

The self-service second-hand shop concept is quite unknown in the World scale. Which increases the business potential to be introduced in another country, other than Finland. Furthermore, Loop is not just a cafe or second-hand shop it offers a lifestyle. A lifestyle that loves and values little things and also fashion, but is at the same time aware of what kind of impact it has to our environment. Loop inspires, giving a place to have brunch dates with a group of friends or it can be an individual's escape from daily routines. Have a cup of coffee and enjoy art by local artists on the cafe's wall, and maybe find the piece that would like to see every day in the own kitchen.

TOGETHERNESS

The World is something that is as much mine as yours. By encouraging everyone to recycle clothes, shoes and accessories, Loop creates atmosphere that we all are in this together. Loop is a project to make people alter their attitude and work together, towards saving our environment for future generations, creating a safe and ethical working environment for people all around the world.

INDIVIDUALLY

For Loop all customers are individuals and unique. Loop welcomes these differences and provides a range of services. It is important for Loop to develop and adapt to the ever changing world, while implementing their core philosophy. Loop offers different services for people depending on their needs so each customer can have a more individual experience. This is present in Loop as different service options for stall holders and in the cafe's “gather your brunch” menu which provides good selection of locally supplied eats.

At Loop it is important that all the people who are working there are sharing the same values, but are perceived as individuals.

4.2 THINKING OF THE LOCATION



Map of Australia

There are many crucial factors when thinking of the perfect starting location for the Loop concept in Australia. There are a hand full of big cities in Australia's eastern coastline where Loop concept could have a potential audience such as : sunny and layback Brisbane, Hipster and surfy Byron Bay, artistic and architecturally interesting Melbourne and no need to even mention Sydney's possibilities. The good thing about big cities is that there are a lot of potential customers, however the downside is that the citizens and tourists of big cities have already a busy retail and café markets. A new concept would have to compete with these markets, despite of the concept's uniqueness.

The potential location for the creation of Loop, would be a slightly smaller but growing city. Which is developing with a modern vibe and attitude, with a close proximity to a metropolitan like Sydney. Newcastle is a two hours' drive north from Sydney, up the coastline of New South Wales. Newcastle is a fast growing city promoted by the phenomenon of increasing house prices in Sydney. Affordability and the beach lifestyle attracts Sydney siders making people move from the big city. (Andersson 2017)

According to Andersson (2017): "Newcastle's renaissance started with government investment in the inner city." Newcastle has enliven the centrum by creating a tramline and architecturally interesting university campus. The University of Newcastle creates diversity and its influence can be felt in the city. Usually, most often cities with universities are adapting to new innovations and concepts in the changing World. People in Newcastle are lively and outgoing. Newcastle is offering outdoor activities and events alongside inspiring cafes, bars and restaurant. Getting together for morning breakfast

or coffee in one of these cafes with friends or family is part of the culture.

Local cafes rely heavily on regular customers, which chose to return to their favourite local café daily or even weekly. Without these loyal customer these cafes would struggle to survive. So when choosing the location for a café, it is crucial to know the area of the shop and the surrounding existing services. (Irvine 2018.) For Loop the ideal location would be in the central area with busy traffic both by foot and car. Also close to the accessible parking areas as the customers will need to bring their items into store to sell.

When starting a business, it is important to think are there already existing competitors? And are they an advantage or harmful for the business? (Fox 2017) Loop offers a multi-functional retail and hospitality experience, which its location would benefit significantly from "foot traffic" from close proximity to other cafes and shops. Especially as self-service second hand shops are not so familiar in Australia. For example a group of friends are having lunch in the same street as Loop. After having the lunch, they are walking past Loop and see treasures in the inspiring shop window and they decide to pop in. Now they know that Loop has a cosy café and that might be the next spot for their lunch dates.

4.4 CUSTOMER GROUPS

Without knowing the customers motivation to use the service, it is impossible to create a business concept and develop a brand. In this context, motivation means a need. (Sammalahti 2019, 41.) At Loop in the second hand shop section, the customer's motivation is to sell no longer needed items, fulfil a missing need or just find a treasure from the constantly changing collection. In the café section, the motivation is to come to have something from the, "gather your brunch" menu or have a coffee in an inspiring environment with friends or family or just individually. The customers get fulfilment in Loop from being surrounded by like-minded people.

Defining customer groups by their motives makes it easier to understand customers' needs, which allows the design of services and the interior. Being both a

retail shop and a cafe, defining the customers is harder because of multiple motives to use the services. At the same time more motives means more potential customers, which is a positive factor when introducing an unfamiliar concept.

The main customer groups in Loop are Stallholders, Shoppers and cafe customers. These main groups are followed by more specific customer groups e.g. "Mums, 25-45: "selling their children's clothes". The same customer can be in multiple customer groups (Sammalahti 2019, 41). A customer of Loop can be one day a stallholder, a shopper another, and during the weekend come to have a brunch with the girls on Saturday morning.



STALLHOLDER

Loop's stallholders have a love and broad knowledge of good materials. They invest in brand clothing and updating their wardrobe regularly. They strongly believe it is important to recycle their no-longer used or needed garments and are finding that it is a clever way to make extra money. They are sharing Loop values, loving the fact that they are buy and selling their items at Loop, whilst doing their part for protecting the environment.

Women, +20

Mums, 25-45

Selling their children's clothes and shoes when they have grown out of the current ones.

Bloggers

who are not able to use all their clothes from collaborations with different clothing brands. Loop loves collaboration with bloggers by selling their old clothes and spreading awareness among their followers.

Group of friends 2-3, +20



SHOPPER

Loop's shoppers have a love for good materials and design clothing but are not able or willing to spend a fortune for it. Loop's shoppers are seeking for good deals, needs for their wardrobe or just special treasures to their collection. They love the Loop concept and think it is amazing to do good for the environment by supporting recycling.

Women (20+)

Mums (25+) with Kids (5-12 years old)

Looking for clothes/shoes primarily for kids. Coming to the store walking straight to the kids section to browse the current selection. This might not be the best time for the mother to look for cloths as she has to keep little martin entertained, but she notices them long leather boots she's been dreaming about for half a year in the corner of her eye...

Mums (+25) with babies (0-4 years old)

Walking into the Loop with stroller and are looking for easy way to go through the store. If the baby is sleeping she might have a look at the clothes for herself but primarily looking clothes for the baby.

Mum shoppers without kids

Browsing through the shop in her own time, enjoying kid-free time and looking for items for herself and for her baby Silvia, toddler Luke and 12-years old girl Maria. And hey, if something comes up that would be suitable for Samantha's, her sister's daughter, birthday is coming up.....



CAFE CUSTOMER

Customers in the cafe of loop are lovers of good coffee and they are sharing their passion for well-made yummy and rich local delicacies. Customers are looking for an inspiring and aesthetic moment whilst enjoying good art and feel good background music.

Group of gals (+20)

Might have booked the table beforehand making sure that their breakfast or lunch date runs smoothly.

Locals

Regular customers that are living walking distance from Loop, visiting individually or with friends

Group of mums with kids

They are coming into Loop to have a shared moment with kids and catching up with their friends at the same time. Values a store layout where it easy to function with kids.

4.5 SERVICES

The idea for the service design process is to develop the best possible user experience. The key is to observe this user experience, in a detailed customer journey format. Divide the journey into smaller phases, making it easier to study all the details from the customer experience more precisely. (Kokko 2017.) In the current climate, businesses see the customers more as their associates than an opposing side (Kokko 2017). That makes businesses develop themselves constantly, when they receive feedback from their services. When service designing Loop's concept the key was to find the best possible tool to measure customer satisfaction and create a service format that is flexible to develop. After creating the above customer group types, it was easier to design convenient second hand shop services for Loop.

Loop second-hand shop follows the traditional ideology of Finnish second-hand shop layout, meaning that every stallholder, brings their own items to sell on their own "stall". However, the "stall" is designed in way that is consisting of a clothing rack and a platform to display shoes and bags. There are a few reasons for choosing this model over the option of having every stallholder's clothes and shoes mixed together, for example organized by sizes/types. Having these stalls is an identifiable trait in the Finnish self-service second-hand shops and demonstrates the concept's uniqueness. In Australian second hand shops the items are displayed by the staff of the store. But the main difference is that these items are donated or sold to the store.

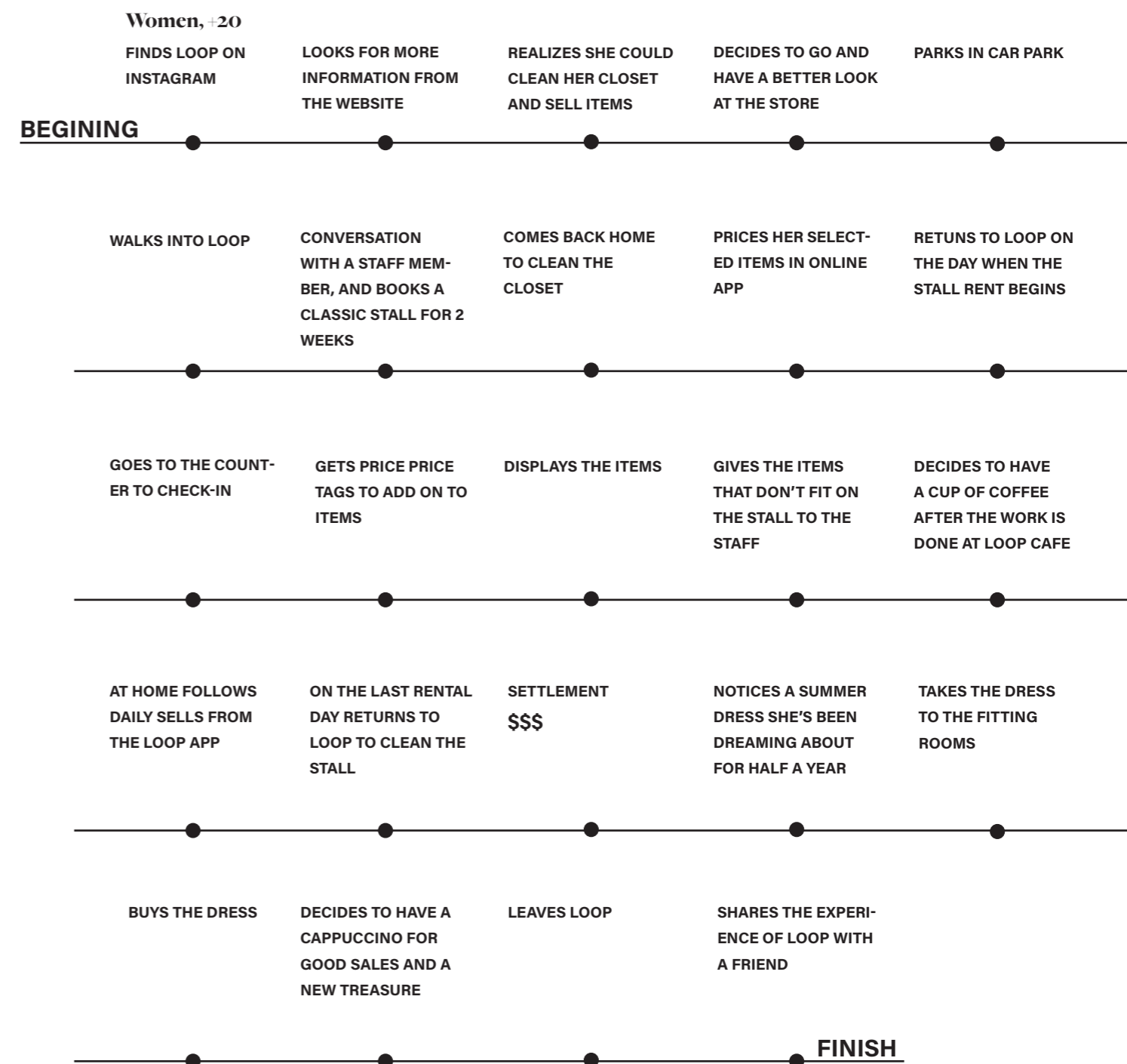
There are few second-hand shops were I have visited in Finland where all the clothes are organized by their size, color or style and from a personal experience I have favored and purchased more clothes from second hand shops with this traditional style of arranged by stallholder. When arranged by stall holder, there is a great excitement when you find a stall where the person shares the same style and is the same size. At these stalls I usually found more than one product from the same stall. In addition, practical point of view, I believe that it

is easier to keep the service organized if every customer has their own stall and that way keep the shop tidy.

The introduced second-hand shop services on next page are based on the end-result of the customer group sheets followed by customer journey sketching. As Kokkonen (2017) notices the situations is that too often, customers do not even know what they are looking for and the idea behind service design is to find a service that they realize being the best choice for them. It was important to create variation for Loop's services but at the same time keep it simple.

This customer journey map has led me to identify areas that are most important in the customer experience and was used an essential designing tool.

LOOP'S CUSTOMER JOURNEY MAP EXAMPLE



1**CLASSIC**

Includes a clothing rack for 20 clothing pieces and a separate platform to display shoes, bags and sunglasses etc.

- Stallholder prices items to sell and is able to input prices in the Loop App or website. Loop's staff will print these for the customer.
- Stallholder brings and displays their items to Loop and can leave items in storage that are not fitting into the stall for Loop's staff. Loop's staff will restock the stalls.
- Stallholder can easily follow the sell details in Loop App or website from home.
- After the rental time stallholder comes to Loop to clean the stall of remaining items.

Extra services:

- + Share with a friend. There is a possibility to share the stall with a friend with this service, which Loop will create two separate accounts for the stallholder.

price: \$90/ week + 15% of the profit

3**INDIVIDUAL TREASURE**

Option for more valuable items

- Individual items are also available at Loops Online store.

Item examples: sunglasses, handbags, belts and jewelry etc.

price: 30% of the profit

2**INCLUSIVE**

Includes a clothing rack for 20 clothing pieces and a separate platform to display shoes, bags and sunglasses etc.

- Stallholder brings their items to sell to Loop and the staff takes care of everything. This includes pricing the items and displaying them. Loop staff takes care of the stall when it needs to be refilled.
- Stallholder can easily follow the sell details in Loop App or website from home.
- After the rental time, Loop's staff will pack the left items to be ready for to be picked up. How easy!

Extra services:

- + Pick-up Service
- + Share a stall with a friend Service

price: \$45/ week + 45% of the profit

4**LOOP WEBSITE & APP**

- Customers can also sell the items from home in Loops Online Store. In order to do this the customer needs to have quality and appropriate photos of the items, select the right category and decide a price.
- Customer uploads the item to the online store. Loop's staff will be pre-checking all the items before publishing. When the item has sold the stallholder can post the item directly to the buyer or bring it to Loop where the item can be picked up.

price: 10% of the profit

05

SPATIAL DESIGN PROCESS

5.1 RETAIL SPACE

Loops location is ideally in the heart of an urban city. Newcastle and Australia is generally a mix of historical and modern architecture. Being an established colony of Great Britain, the historical architecture is centered around the Victorian time period. Town houses are heritage listed and create the atmosphere of the city. Newcastle has a rich history of being an industrial town, which has transformed and renovated many historical industrial buildings and infrastructure to be used for today's modern facilities.

In ideal situation Loop's retail space is a location where history can be felt. An example for this space, can be in an old Victorian era building or an old small factory space. The goal for the location is to bring liveliness to the city center and guide people to spend more time outdoors in the city than indoor at a shopping center. Loop's spatial design concept is following the philosophy to maintain the historical uniqueness of the building in both design and required renovations for Loops needs. In this design, there are certain elements which are repeated, these elements give Loop its identity and create its imago. Retail space has large shop windows facing the busy street emitting a lot of natural light to the interior.

To develop a realistic approach to the design, I started the process by researching the current of available business/retail premises. I discovered that there are three common floorplans, two inline layouts of an "I-form" and a "Rectangle-form", and then a corner layout "L-form". In support of my research, I started the layout planning and room program sketching. At the beginning, I thought that the most effective way to start designing the spatial concept is to define the size of the space. Quickly after benchmarking and researching the required business premises, I decided that the ideal size was around 150m², which I created a demo space of a "rectangle-form" to present the concept. However, later during the process I realized that the layout/space can be adaptable to various sizes giving the concept flexibility for different situations and environments.

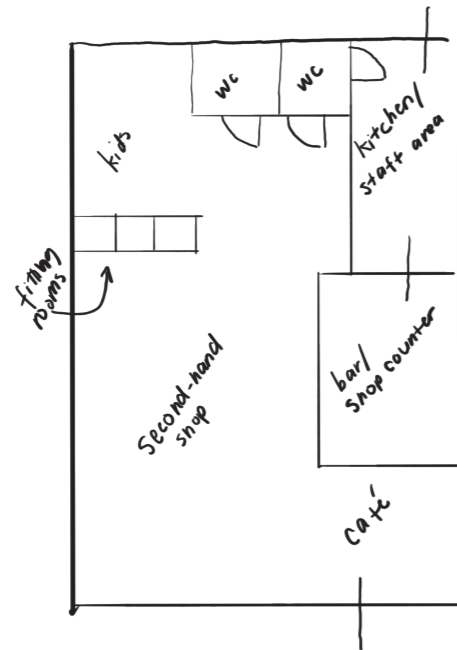


Image 6



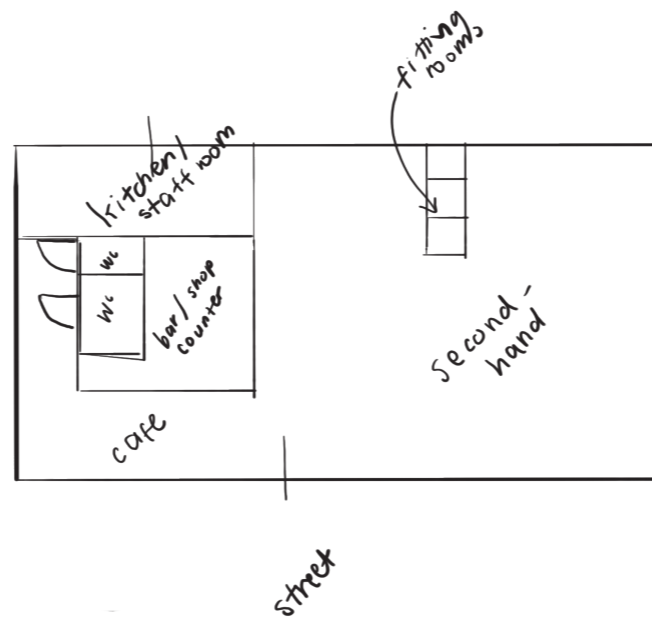
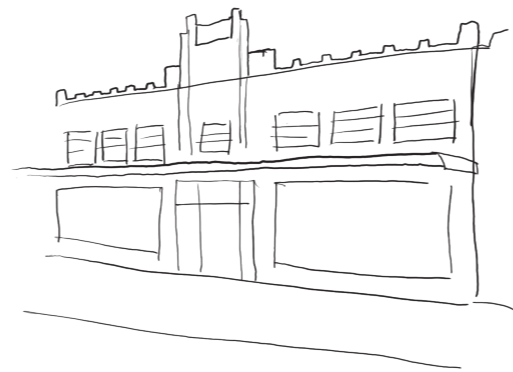
I-FORM (INLINE LOCATION)

- Lack of natural light
- Narrow space makes difficult to combine café and retail shop
- People who are passing by or customers are not able see well Loop's second-hand shop and café
- + High volume of I-form old Victorian era shop spaces are available for example in Newcastle



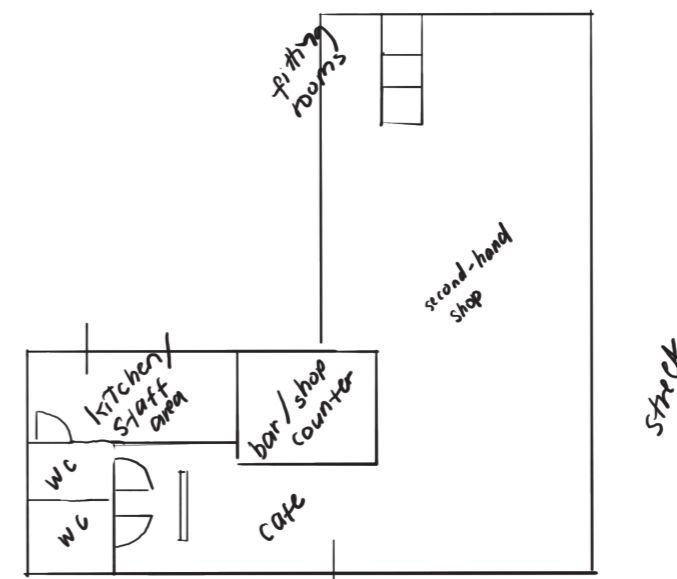
RECTANGLE SHAPE (INLINE LOCATION)

- + Compact space
- + Sufficient natural light
- + Easy to divide the space into retail and café and also visible for the people who are passing by



CORNER FORM

- + The best option if available
- + Corner locations means more natural light and more room for customers outside. Besides, it often means more traffic and visibility. (Irvine 2018.)
- + Easy to divide the space into second-hand shop and café
- Corner locations are not common and usually taken



5.2 ROOM PROGRAM AND KEY ELEMENTS

Loops layout is divided into four main spaces: café, second-hand shop, counter and kitchen/ staff area. The demo space is formed from the ideal layout, when customers walk into Loop they are immediately met by the counter.

The counter separates the shop area and is situated so it is easily accessible and seen by the public and customers. (SIT55-610073) There one side of the counter serves the customers of the café and another serves the second-hand shop in Loop. One counter requires less staff in less busy business hours. The location is also used for assistance and security aspects so the staff are able to oversee the customers. (SIT55-610073)

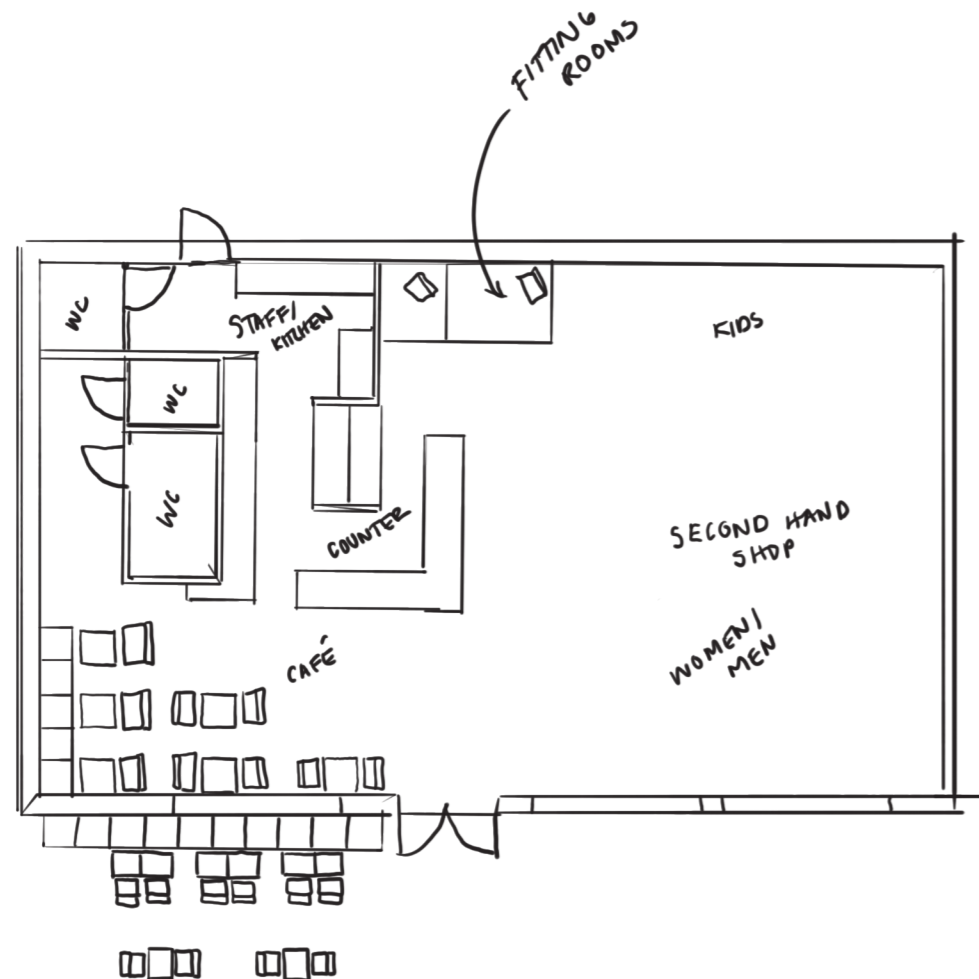
I designed the Loop's counter consisting of two cash register and thus dividing the services. In this demo situation the counter was designed to the "L-shape" layout. This means that a person who is waiting to purchase a treasure from the second-hand shop is in a different line than a person who is waiting to order a coffee. The design of Loop's counter is one of the key elements that is always similar, but all counters need to be designed case by case as every retail space is unique. Ideally in every shop this counter is continuing into the kitchen and staff area. Although this space is open, the counter divides the area, as it is located in the middle of the two services, second-hand shop and café.

Loop café serves, "gather your breakfast, lunch or brunch menu". Kitchen type is defined by the method used for preparing the food. (SIT 92-610104, RT-11164) However, the menu is not part of the scope of the thesis, which means that the kitchen cannot be designed in detail. As the café and kitchen are to be kept on a small scale, the kitchen of Loop is most likely a heating kitchen or meals distribution kitchen. A Heating kitchen is

used for final food preparation, for example heating already prepared food in the oven. (SIT 92-610104, RT-11164) Café's customer areas and facilities are defined by the size of Loops retail space. As mothers and kids are part of the customer group, it was important that all the areas in Loop are accessible.

Both indoor and outdoor café furniture, are part of the key elements that are repeated in Loop spatial concept. When deciding the café furniture it was important to take into consideration the ease of maintenance for the pieces. The outdoor furniture needs to be stored daily, which means that the chosen style needed to be stackable or foldable but most importantly light. The idea was that the café tables are rectangular so they can be re-arranged if there is a larger group.

The Second hand shop is divided into women/men and kids' sections. All the displays are part of the key elements, and designed to be flexible and modular to be utilize in various locations. The fitting rooms are located close to the counter in the second hand shop. The fitting rooms are also part of the key elements and the material and style is designed to be repeated as a part of the Loop spatial design. As the other key elements, they need to be adjusted case by case.



Inspired of
 -Natural materials
 -Minimalistic style
 -Urban environment
 -Rustic vibes
 -contrasting forms



SUPER MARKET 17, CREATIVE EDITION
 brnso.

Image 7



GEIJOENG, CONCEPT STORE

studio 10
 shenzhen, china
 2019

Image 8



CULTO CAFÉ, COFFEE SHOP

Studio 10
 Montevideo, Uruguay
 2020

Image 9

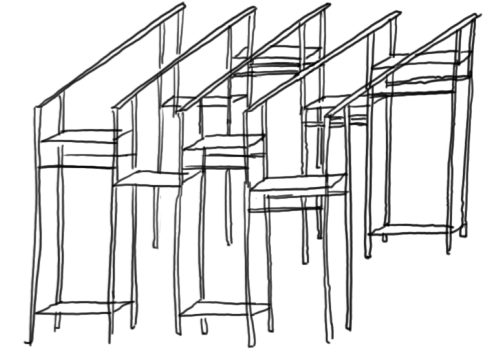
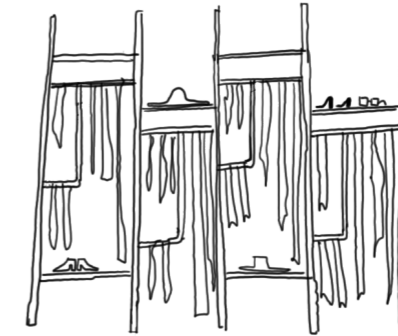
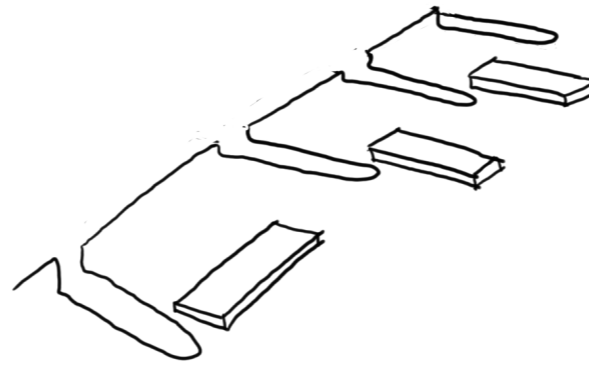
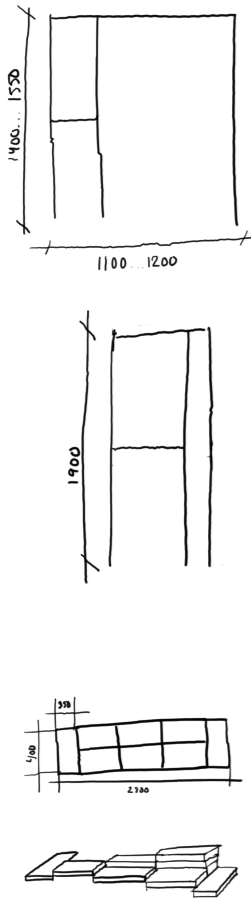


SCORPIOS MYKONOS

Lams and Lions
 Mykonos, Greece
 2019

Image 10

5.3 DISPLAY DESIGN



1. AT THE BEGINNING

Benchmarking led me to the conclusion, that to reach an interesting outcome there needed to be variation in the display design. To make a successful business structure there needed to be thought on how to use the space most effectively. It was challenging to think “how to design something fresh and interesting”, as well as factoring that all the stallholder’s need to have equal display opportunities. I started my display design process by thinking, what would be most general clothing items and other types and how much space they would need to have? This led me to idea of separate displays for shoes and bags from clothes. I started sketching and measuring the stall design by testing the most effective heights. It was quickly clear to me that on the walls there should be higher stalls and in the centre of the retail space occupy lower stalls. These lower stalls would create a safe environment due to their size and would allow more light to come into the store.

2. CONTINUOUS FORM

The very first display design idea was one continuous bar that would run along the walls of the store and then turning to the centre creating bays. Inside these bays was a bench where the stall holders can display shoes, bags and other accessories. While sketching I realized that a steel bar would not be adjustable, and it would be difficult to change if needed.

3. PAVILION IDEA

Sketching, sketching and sketching... This pavilion idea was made of timber and consisted of stalls both in the inside and outside of the stall structure. On the top of the pavilion would be plants growing which reflected the concept’s philosophy of nature. After creating a 3D model in ArchiCAD, I came to the conclusion that the real-life use of my idea of fresh pavilion would create into narrow clothes tunnel.

4. MATERIAL RESEARCHING

While sketching, I also did some material research, about how to reach my design goal for a sustainable outcome. I had to keep in mind that the materials that are sustainable in Finland might not be ideally to use in Australia. The properties of Bamboo make it one of the world’s most sustainable material for construction, these include its rapid growth in plantations, carbon absorption, light weight and versatile but have exponential engineering properties of tensile strength (Conzales). Then, I come to cross a material called Timbercrete, which is Australian designed product that is made of recycled wood waste mixed with sand and cement.

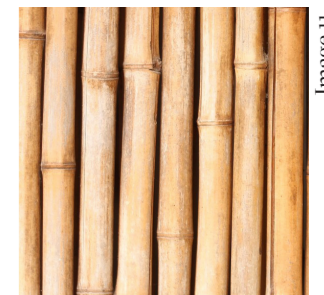


Image 11

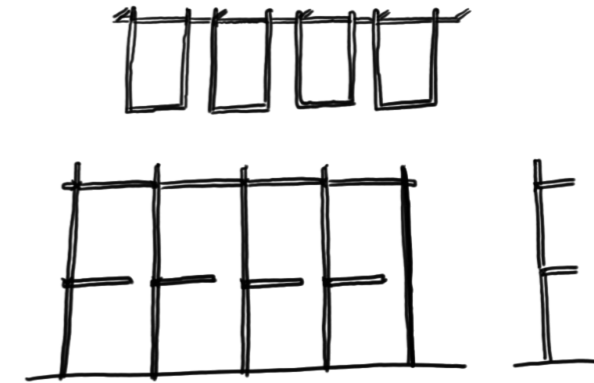
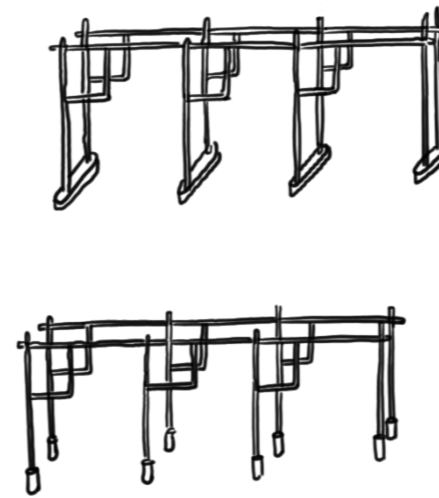
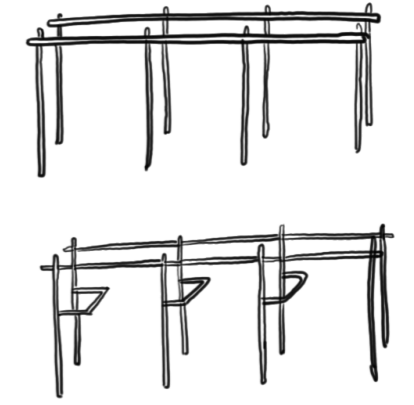


Image 12

5. BAMBOO STALLS

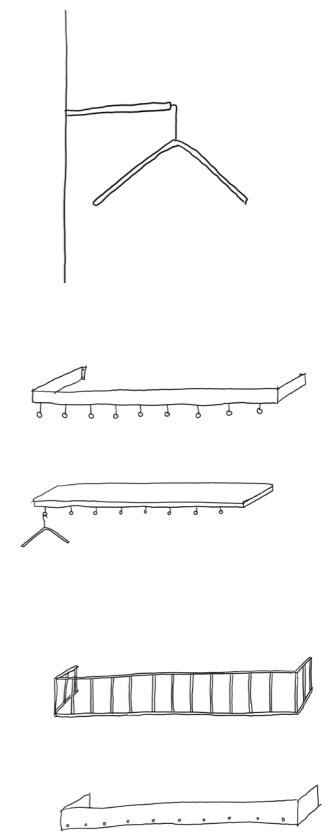
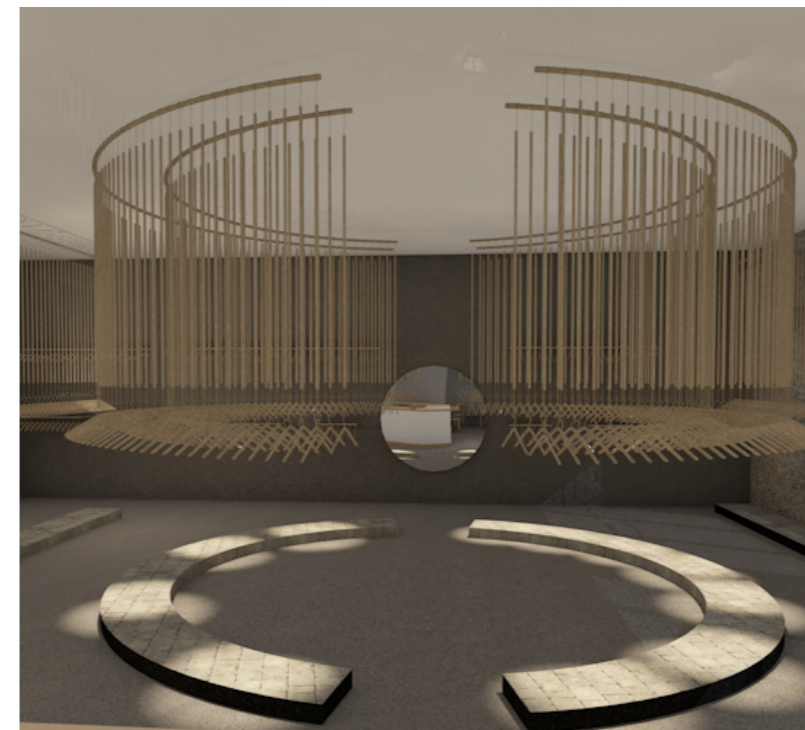
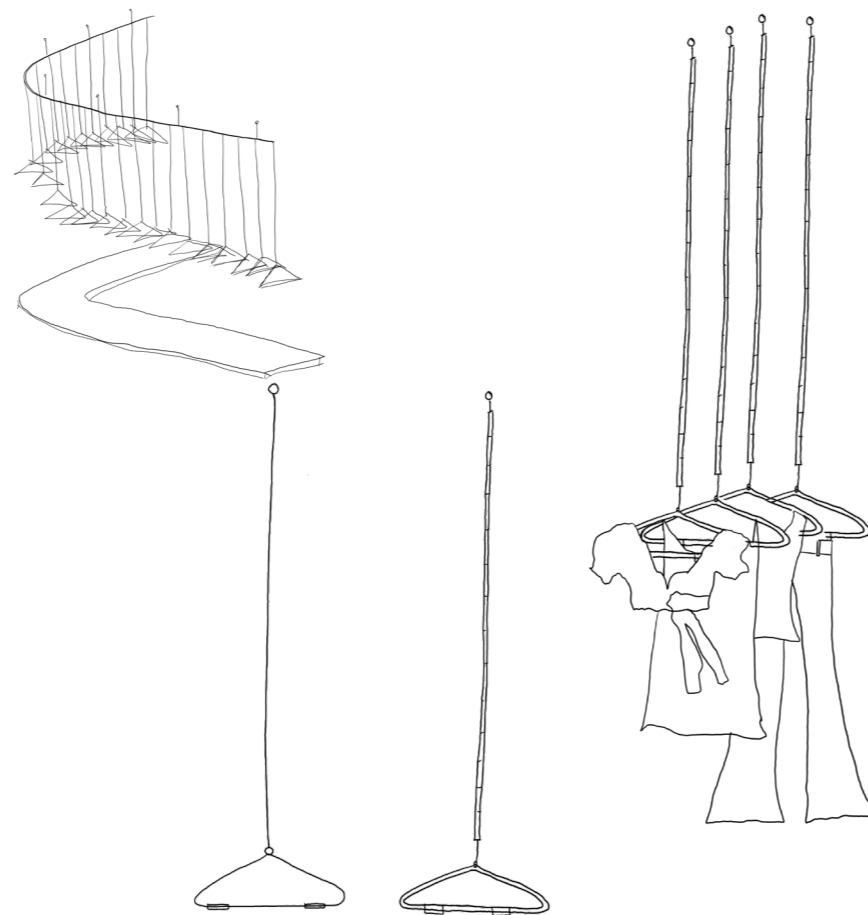
After material researching, I decided that bamboo was the material that I would be using in the display design. I found it a challenge to idealize how to create something new and “fresh” from Bamboo. As Bamboo is light material the layout would be easy to change when needed. The display benches are made of Timbercrete pavers, a single paver is one stall and its edges are guiding the user where the boundaries of the stall are.

For a long time, I was thinking this was it. After mid presentation I realized that the sketches and 3D model of the idea looked general and I wanted to reach something more innovative. The feedback also was directed to the problem of the amount of clothes space. If the stallholders were able to display as many items that they would like, the space’s atmosphere would feel busy and full.



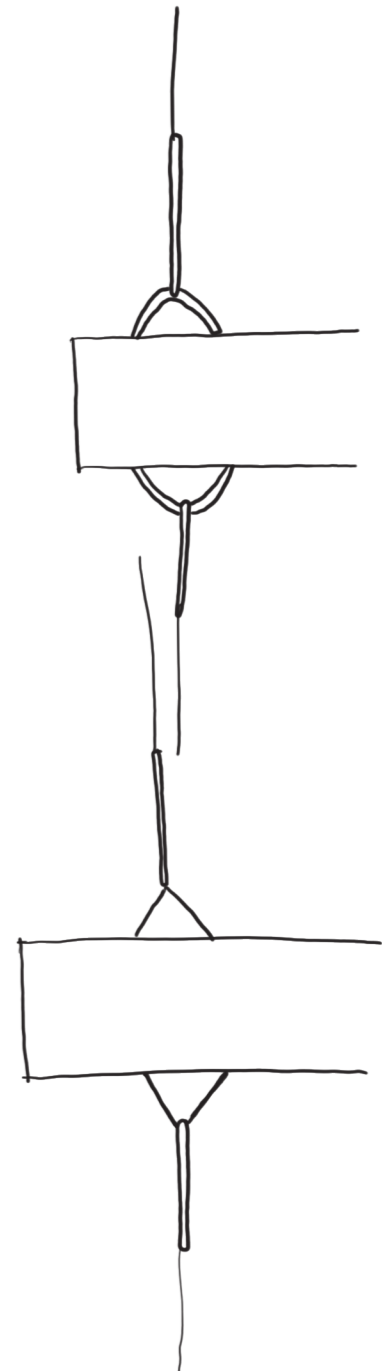
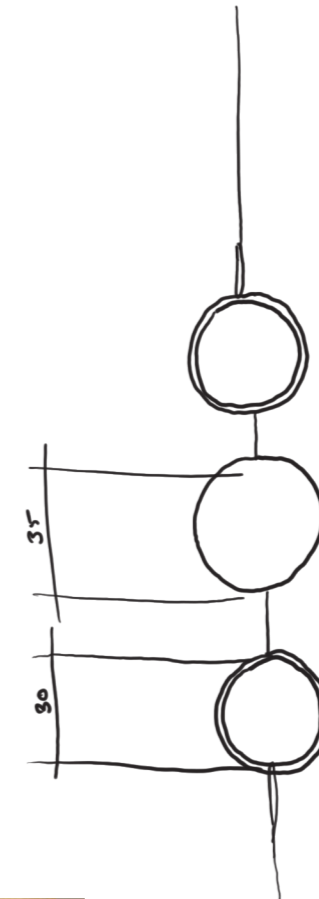
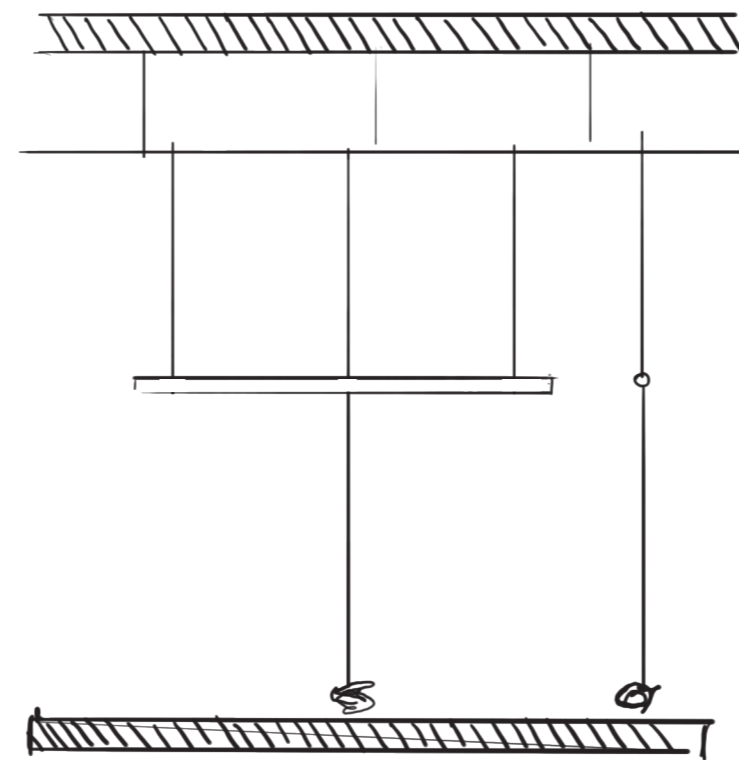
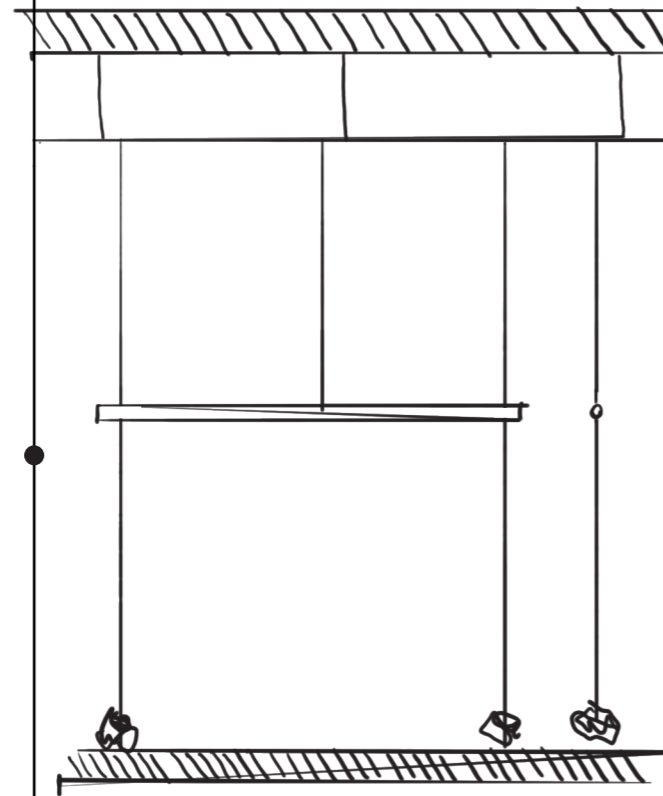
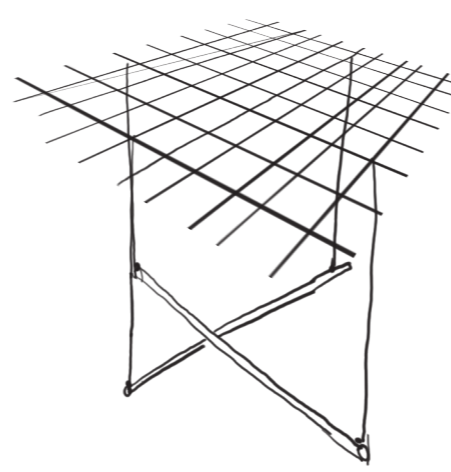
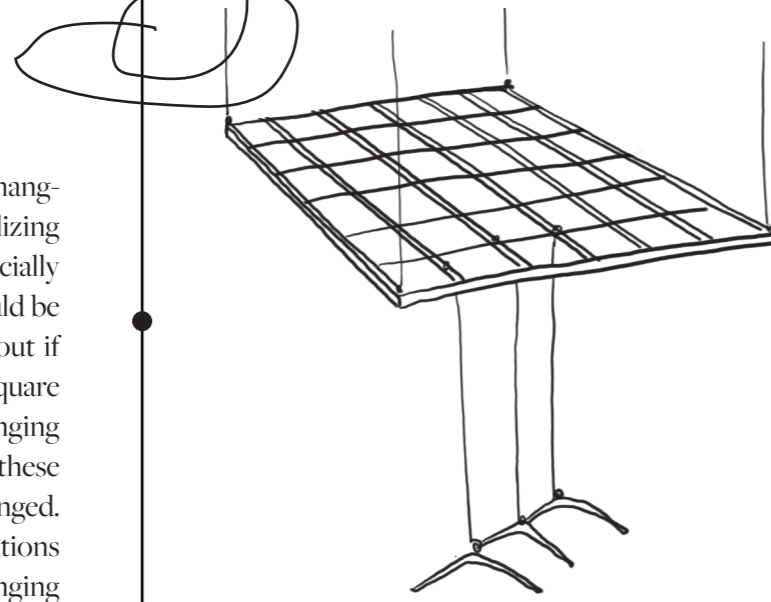
6. HANGING HANGERS

I started idealizing the display designing in a new perspective. This new idea’s core function was that if the stallholders would only have a certain number of hangers that it would lead to more clear display design. My idea was to connect a bamboo pole to a clothes hanger. If customers wanted to try the clothes, they needed to take the garment off the hanger. The Timbercrete pavers or bricks would be as a display bench underneath the hanging hangers. This kind of inspiring display would gain attention from customers and also from people who are passing by. When started idealizing the structure, I realized that the hanging hanger concept, like in my sketches, was not flexible enough. I also got numerous valid feedback that the concept looked too high-end for a second hand shop.



7. FALSE CEILING

The lack of flexibility in the hanging hanger's idea led me to idealizing more about structures and especially the modularity aspect, what would be the way to easily change the layout if needed? This led to idea of a square formed false ceiling where hanging hangers were attached too, and these hanger's location were easily changed. I started testing different solutions instead of utilizing vertically hanging bamboo poles, to find a more flexible layout solution.



8. FINAL IDEA

The idea of square formed false ceiling was developed. This phase I came to conclusion that it is better to utilize clothing racks as a stall for clothes. I still wanted to use bamboo as a material, so instead of hanging the bamboo poles vertical I decided to hang them horizontally. The bamboo poles were fixed by using stainless steel wire and carabiner connectors. I wanted to avoid the swing effect so I decided to attach wires underneath the bamboo poles which attached to a weight that holds the rack still.



Image 13

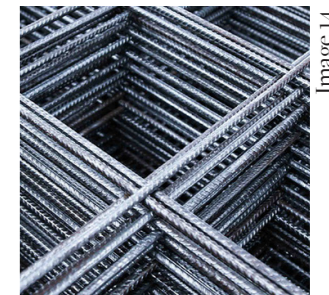
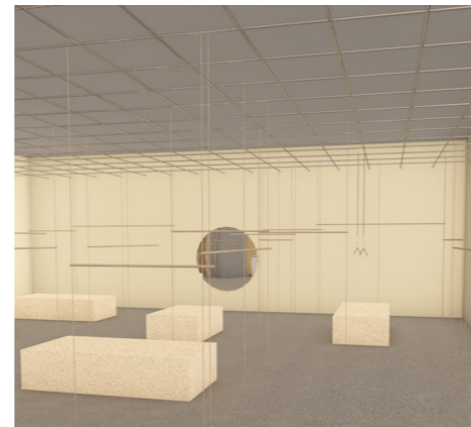


Image 14

When modelling the false ceiling I tested multiple renders to determine how the false ceiling would change the shop presentation whether it was stainless steel or wood. I decided the most appealing presentation was stainless steel as its thickness can be small but be able to be sufficient for its use. After choosing the material, I started to think whether the

false ceiling should be modular or not. At this time, I was introduced to concrete reinforcing mesh. Concrete reinforcing mesh comes in sheets, it is not an expensive material and the ideal situation for Loops philosophy is that it would be recycled from construction demolitions.

5.4 MATERIALS

A genuine sustainable material circle is to reuse and recycle materials, which are produced by the waste of demolition, to create new products (Moxon 2012, 20). “Rather than to be discouraged the interior designer must weight pros and cons of every product to decide whether the positive outweigh the negatives” (Moxon 2012, 30).

When designing the general elements for Loop, I aimed for the material choices to reflect the central theme of the thesis: recycling and sustainability conscious values. It was important that the materials would be easy to work with and flexible if the second hand shop’s layout needs to be changed. The material selection outcome is a mix of urban materials such as reinforcing mesh, concrete style timbercrete bricks & pavers and stainless steel wire mixed with natural materials like bamboo and rocks.

Bamboo can grow 30cm a day in perfect conditions and when harvested does not affect or terminate plant health (Gonzales). Bamboo is used as a stall material in Loop. Timbercrete is a concrete mix of wood waste, such as sawdust, combined with sand and cement (Timbercrete official website). Compared to concrete the reduced weight of the material means larger quantities can be transported which in turn decreases transportation emissions associated with the material (Gonzales). The material consists of mainly wood waste, making it easier to work with than concrete, but the look is similar. Timbercrete is utilized in the design as a material for the counter, café bench and display platform bench for shoes and bags. As there needed to be padding on the Timbercrete café bench, I inspired for the cushions to be old sailing boat sail as a fabric.

The ideology behind using selected materials is to remind us of the nature in the urban environment but also inspire people to use materials in different ecological way. When selecting the materials, it was challenging to employ a sustainable approach as there is a lot of information and different perspectives available, but I think I succeed in finding a balance.



Image 15



Image 16



Image 17



Image 18

“Bamboo can grow 30cm a day in perfect conditions and when harvested does not affect or terminate plant health “



Loop

06

COMPLETED DESIGN



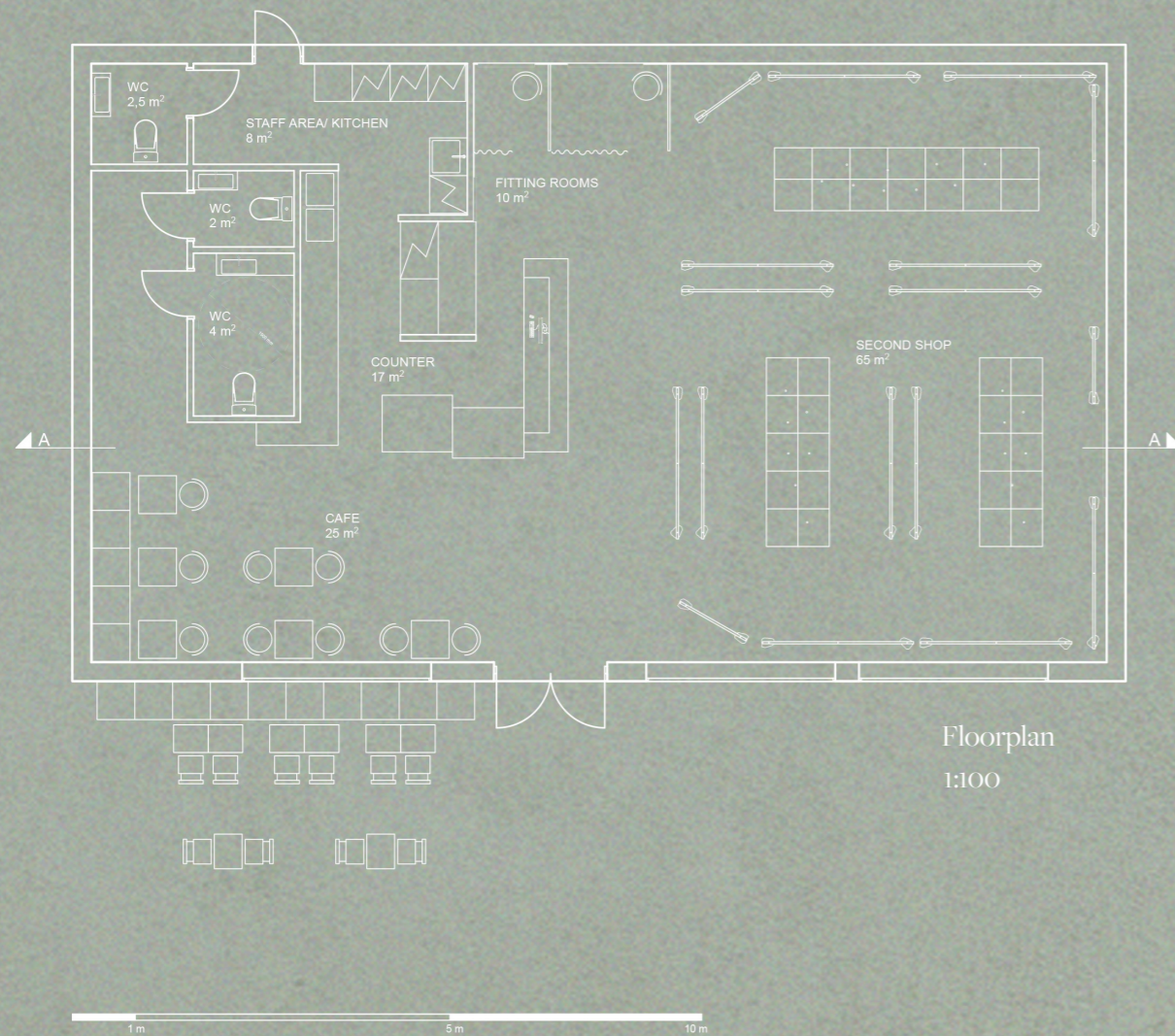
6.1. SHOP FRONT

This demo design version of Loop is located in a central urban area, in a beautiful old Victorian era building. Big shop windows are opening to a busy street introducing Loop's concept. People who are passing by get to see the treasures displayed beautifully.

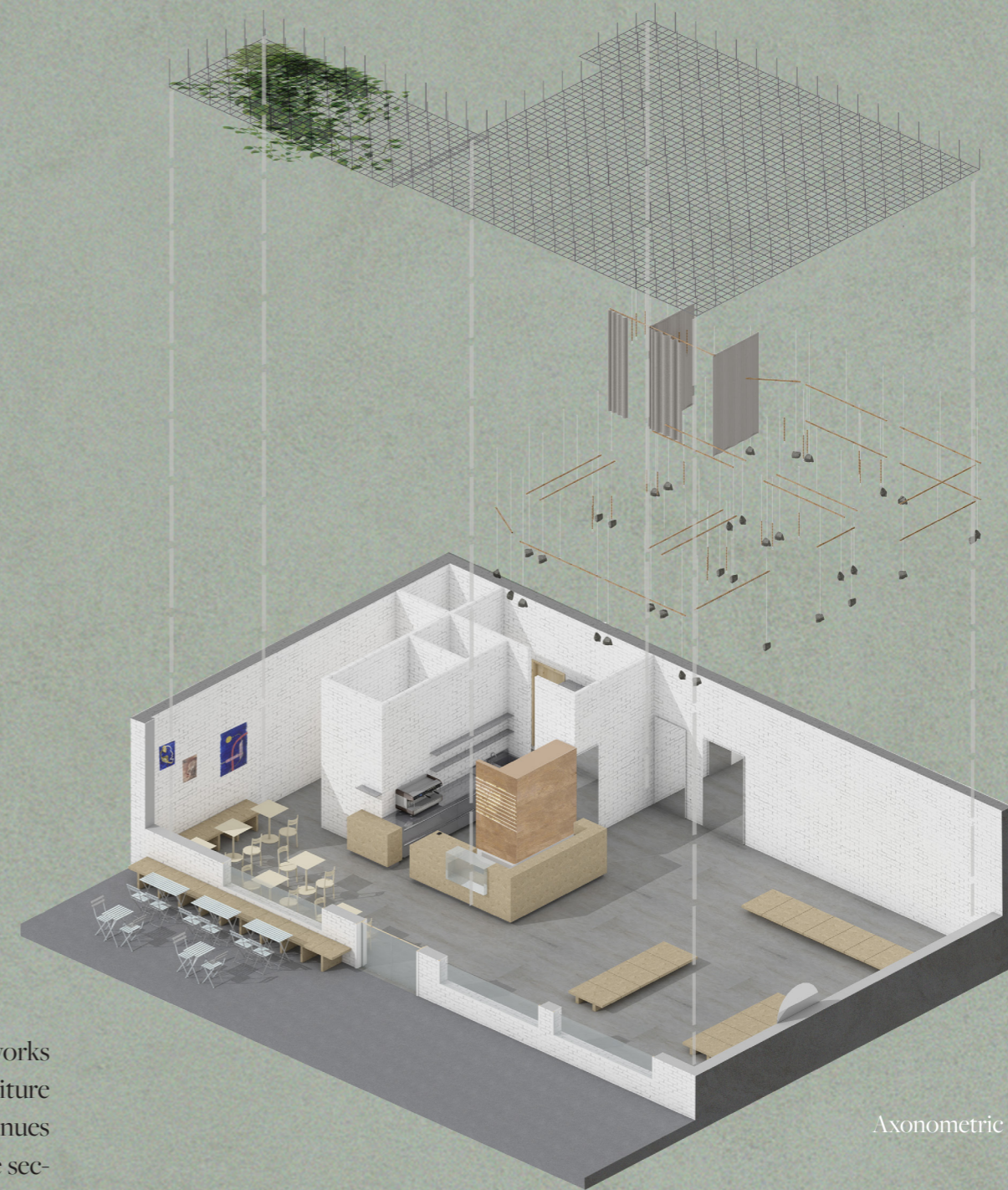
Plants growing on top of the awning is part of Loop's façade design. It is very common to have awning full

length of shop façade in Australian Victorian era buildings. Loop's façade gets attention with greenery featuring throughout the façade directly connects to Loops concept of saving the nature ideology. Ideally the plants are real but, in case this is not possible in some locations, instead of plants the awning will be painted a light green shade. Loop's logo is cut from mild steel underneath in store is inspired of the word above.

The outdoor area offers inspiring lunch dates or one can rewind and reminisce after a good sales week for their stall in Loop. Foldable robust outdoor furniture is made of aluminum and is easy to maintain. All of the furniture is collected from the outdoor seating area daily at the close of shop except the Timbercrete bench, which is a permanent fixture. The Timbercrete benches, sailing boat sail, cushions are easy to store inside after close.



Floorplan
1:100



Axonometric drawing

6.2. LAYOUT

Loops layout is designed to be open and accessible for everyone, taking into account mothers and fathers who are coming into the store with a stroller. The demo space is 150m² and the café seating continues to the outdoor. The easy flow of the layout provides a pleasant atmosphere despite there being many services and functions in the same area. The flow is especially designed with the employees who are working in the Loop.

The counter is the heart of the shop space and dividing the second-hand shop and café. The idea was to create open and inspiring interior, which gives people an experience that they want to have over and over again.

False ceilings made of concrete reinforcing mesh works as structure base for the modular display furniture and also for the fitting rooms. This element continues throughout the space making it easy to change the second hand shops layout if needed. This false ceiling continues to the café as a platform for plants to grow.

Art walls introduce creative depth to the café. The art wall offers exhibition space for the local artists' artworks, which Loop's customers can purchase.



Section A-A
1:50

The false ceiling is made of a number concrete reinforcing mesh sheets, its overlapping edges are cut and connected so the grid pattern is continued and unbroken for the entire ceiling. The concrete reinforcing mesh sheets are suspended from the ceiling and jointed together with a stainless steel wire.

The false ceiling is lower on the café ceiling creating a cozy atmosphere when the climbing plant, Devil's ivy (*Epipremnum aureum*), grows through it.



6.3. THE COUNTER

When customers enter into Loop they meet a counter made of timbercrete bricks and behind this is a mango wood feature wall. The mango wood feature wall works as a menu platform to highlight the locally made delicacies from the café menu. The “cabin letter board” -menu is from the George & Willy’s collection. This feature wall hides behind a mango wood made closet, which stores all the stallholders’ extra items that are waiting to be displayed.

The counter is compact and functional and discreetly conceals many functions, from food preparation to second hand shop’s clothing’s pricing. However, the counter’s smart and intuitive design, is accommodated to the menu preparation requirements which assists the employees in effective food prep. Besides the central location of the store the position provides a valuable view point for the safety and security over the whole store. Along with ease of collection from the café to the kitchen for the used cutlery and crockery.

Looking from the front of the counter it continues to the left giving an area for knives and forks, serviettes, spices, water jug and glasses. The close proximity to the kitchen makes it easy to maintain.



“Art walls introduce creative depth to the café. The art wall offers exhibition space for the local artists’ artworks, which Loop’s customers can purchase.”

Bobby’s chairs are from Australian DesignByThem collection. The table top is mango wood and its one leg is giving flexibility to re-arrange the tables for bigger groups.



6.4. DISPLAY DESIGN

The display design is innovative and playful, mixing strong and light materials. Stall racks are made of bamboo poles, for clothes hanging, and are suspended with a stainless steel wire from the false ceiling to two rocks on the ground which stabilize the rack. The stalls are attached to the grid style false ceiling with a carabiner, which are easy to re-arrange if needed. The design emits contrast and inspiring but also easy to keep tidy.

Stallholders are advised to display 20 items at a time, keeping the shop's atmosphere clear. The items that are not fitting into the stall, can be left in storage for the staff to replenish on their frequent stock fill.

Even though the layout is flexible, ideally stalls would be set out to be in a layout that create ordered bays in the second hand shop. In the middle of these bays are Timbercrete made display benches for the shoes, bags and other accessories. These display benches are also modular. One module consist of two stalls making the design flexible to adapt to different layouts.

The more expensive items are suspended from the false ceiling from a vertical bamboo pole, which inside is a hidden burglar alarm wire. This way the customers can see and touch these items without them being isolated from the other collection.



1. ALONG THE WALL STALL

These racks will be located along the wall(s) for both men and women clothes. Consisting of two stalls divided by a stainless steel metal wire in the middle.

2. KIDS STALL

These racks will be located along the wall(s) for kids' clothes. Consisting of four stalls in two levels divided by a stainless steel metal wire in the middle.

3. NARROW STALL

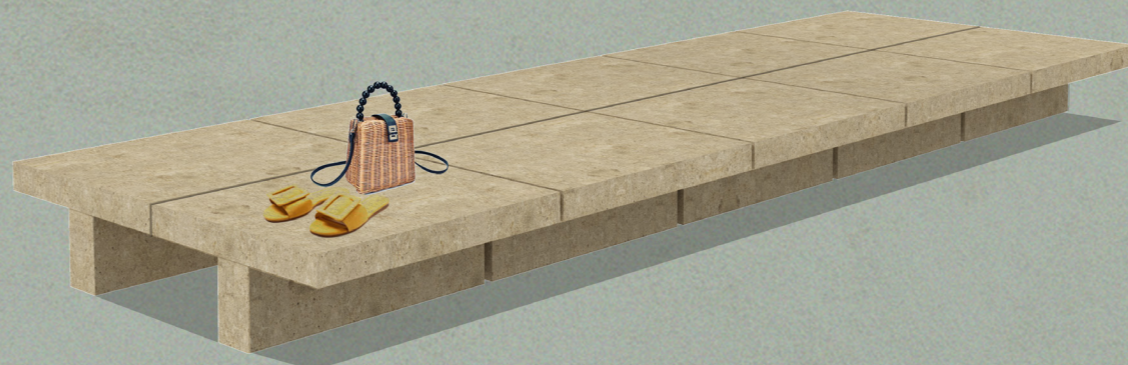
These racks offers one stall space and can be located both along the wall(s) and center store area for kids, men and women clothes.

4. CENTER STALLS

These racks can be located both along the wall(s) and center store area for kids, men and women clothes. Consisting of two stalls divided by a stainless steel metal wire in the middle.

5. INDIVIDUAL TREASURE

Display for individual valuable items. Placed on top of the bench or shop window. The items are connected to wire burglar alarm.



6. DISPLAY BENCH

Display platforms for the stallholder to place shoes, bags and accessories. One bench is consisting of two stalls (one stall size 600mm x 600mm). The brick edges are dividing the stalls.



6.5. FITTING ROOMS

The fitting rooms are providing a pleasant experience to try on clothes found in the second hand shop's ever-changing collection for Loop's customers. The structure of the fitting rooms has a bamboo structure which is similar to the bamboo stall racks being suspended from the false ceiling with a steel wire. In the demo design version, the bamboo poles for the fitting room structure is mounted on wall.

However depending on the layout if the space requires the fitting room location to be moved, such as a more central position. The suspended wire structure combined with the bamboo poles makes this possible and simple. The amount of fitting rooms in Loop second hand shop is depending on the retail space size. However, in each store there is at least one accessible fitting room.

The linen curtains create a natural look and inside the curtain seams is a magnet band attached securing the customers inside the fitting room making them feel more comfortable. Fitting rooms are equipped with a large mirror, bobby's stool from Australian Design-ByThem collection and hooks to hang clothes.





FINAL WORDS

It has been an amazing journey to develop this concept. I started Loop from scratch, and I am thrilled to see that I have made my vision visible. It is visible in words, pictures and drawings. I have to admit that bringing it to life has had its challenges, with many up and downs. I am happy with the outcome and proud of myself for choosing a subject that I strongly believe in.

The more time I spend idealizing the project the more I realized its potential. I wish to continue developing this project further as there is so many interesting aspects that I would like to dive deeper into. In the future I would like to see the furniture I designed alive, with building prototypes and spending hours graphic designing. Moreover, I would like to continue idealizing the “gather your brunch” menu and design the counter and kitchen.

All in all I believe that I succeed in the scope of the thesis in such a way that it gives a broad view to the reader of the process and outcome.

As this is my final project at Metropolia, I would like to say how grateful I am for my time spent here. The time has gone so quickly!

Thank you for my lecturers Annalcena, Merita and Pasi, and for all the things that you have taught me throughout these years.

Thank you to my thesis instructors, Sini and Ville-matti.

Thank you my classmates, what a pleasure it has been to get to know you! You have made my School years filled with enjoyment. Without your support all this would have been defiantly harder!

Thank you to my partner, Mitchell for helping me, inspiring me and not getting bored as “loop” has been my every third word for this spring.

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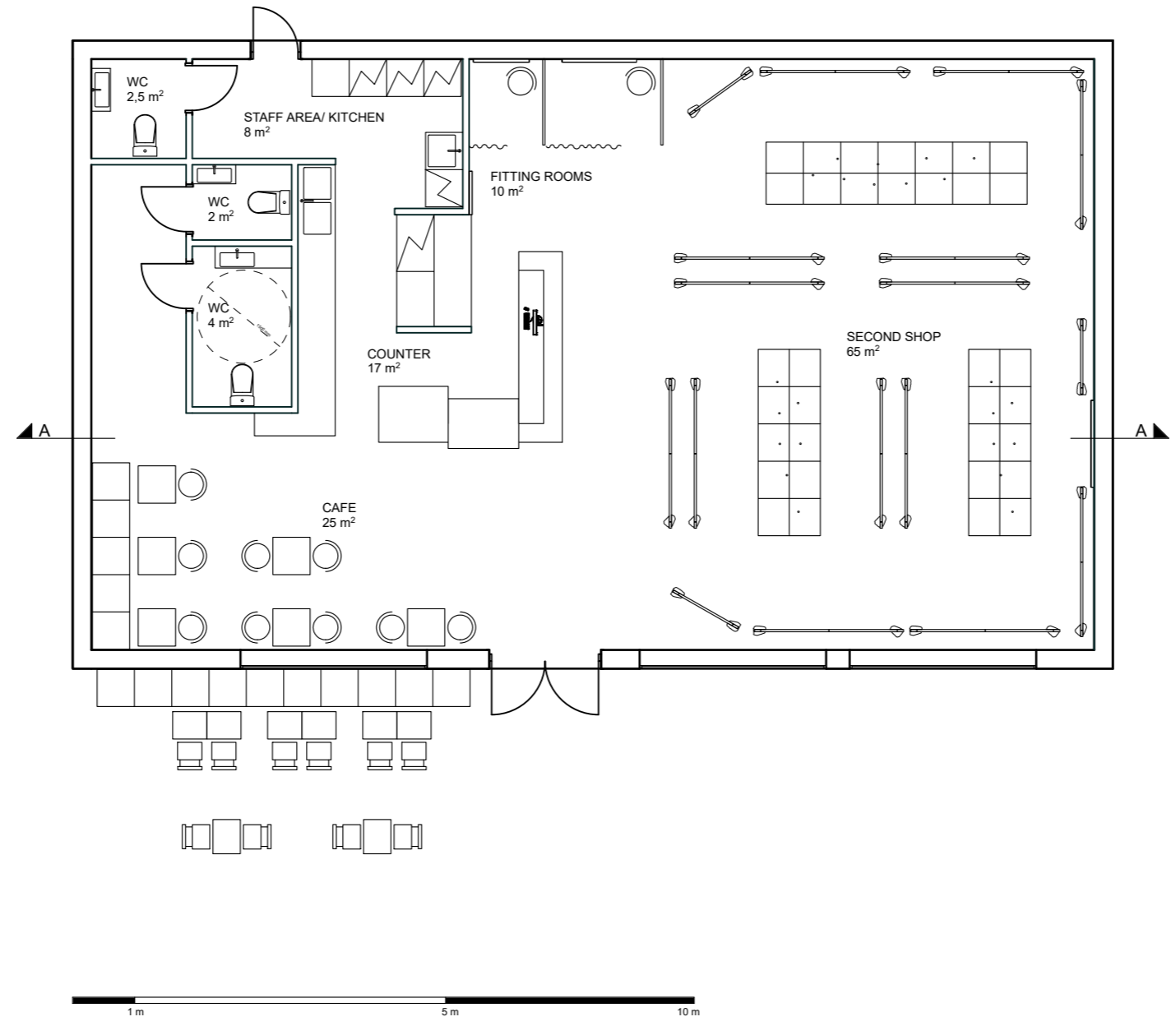
All pictures are taken by the author unless specified otherwise

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REFERENCES

DIAGRAMS AND IMAGES

ATTACHMENTS



LOOP, CAFE & PRE-LOVED
CLOTHES, SHOES AND
ACCESSORIES CONCEPT

Designer KS
Date 25.04.2020

ALL DIMENSIONS MUST BE CHECKED ON SITE!
CAFE & SECOND-HAND SHOP SPATIAL
DESIGN
General Dimensions 1:100

FLOORPLAN

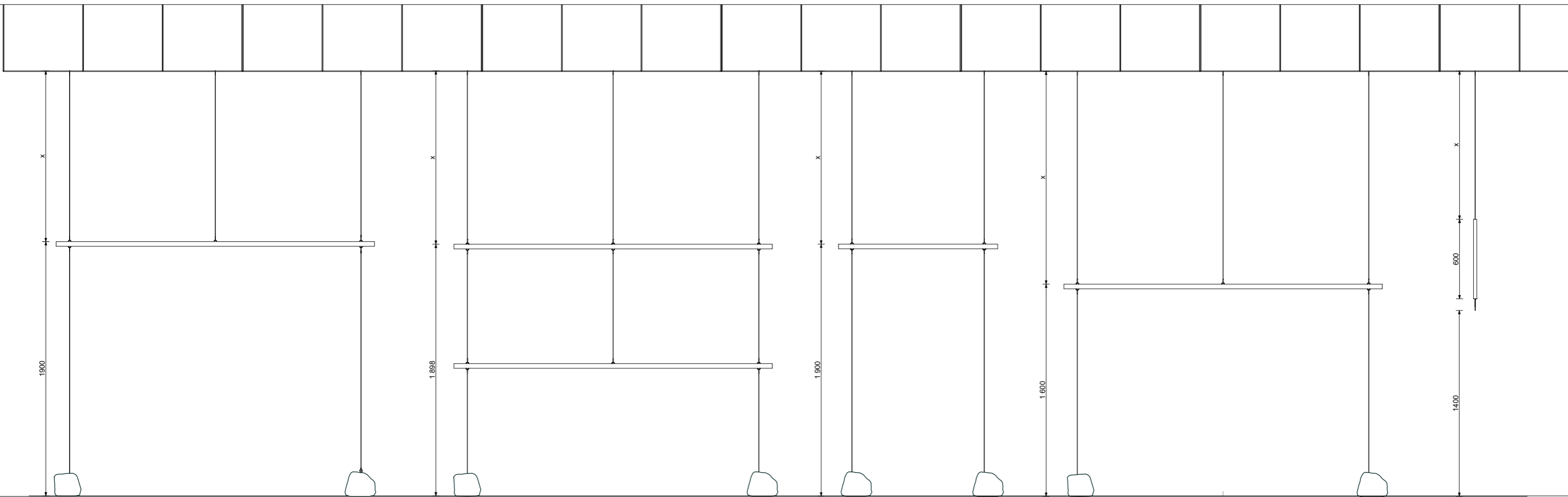


LOOP, CAFE & PRE-LOVED
CLOTHES, SHOES AND
ACCESSORIES CONCEPT

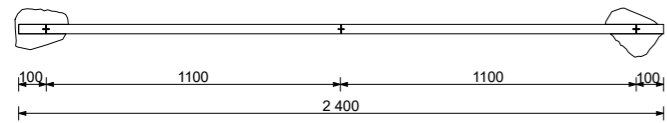
Designer KS
Date 20.04.2020

ALL DIMENSIONS MUST BE CHECKED ON SITE!
CAFE & SECOND-HAND SHOP SPATIAL
DESIGN
Section A-A 1:50

SECTION A-A
Drawing code

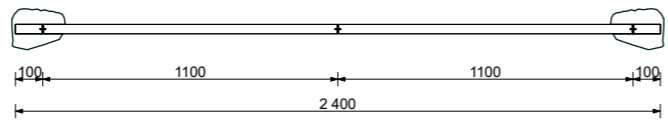


FRONT



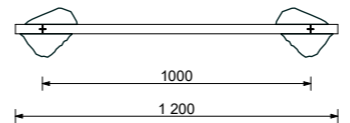
DIS-FUR01

DISCRIPTION
 These racks will be located along the wall(s) for both men and women clothes. Consisting of two stalls divided by a stainless steel metal wire in the middle.



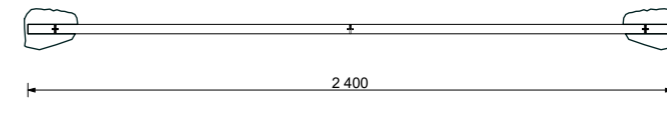
DIS-FUR02

DISCRIPTION
 These racks will be located along the wall(s) for kids' clothes. Consisting of four stalls in two levels divided by a stainless steel metal wire in the middle.



DIS-FUR03

DISCRIPTION
 These racks offers one stall space and can be located both along the wall(s) and center store area for kids, men and women clothes.



DIS-FUR04

DISCRIPTION
 These racks will be center store area for both men and women clothes. Consisting of two stalls divided by a stainless steel metal wire in the middle.

DIS-FUR05

DISCRIPTION
 Display for individual/valuable items. Placed on top of the bench (DIS-FUR-BENCH) or shop window. Check the floorplan and sections!



DIS-FUR-BENCH

DISCRIPTION
 Display platforms for the stallholder to place shoes, bags and accessories. One bench is consisting of two stalls (one stall size 600mm x 600mm). The brick edges are dividing the stalls. These benches will be placed next to each other. (Check the model floorplan and sections.)

TOP

GENERAL INFORMATION

This is an overview of all the display furniture of Loop. Different shop styles will contain different quantity and styles of furniture. The display furniture (DIS-FUR01, DIS-FUR02, DIS-FUR03 and DIS-FUR04) are all made of the same materials. These part materials will be defined on each stall racks drawing. The furniture will have the same details, which are defined in drawings DIS-FUR-DET1(!!!), DIS-FUR-DET2 (!!!), DIS-FUR-DET3(!!!) and DIS-FUR-DET4 (!!!)

The distance from the floor to the stall rack will be the crucial measurement for all stalls. However the distance from the rack to the false ceiling will differ due to different ceiling heights.

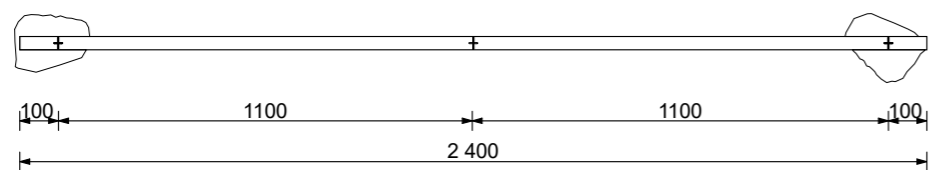
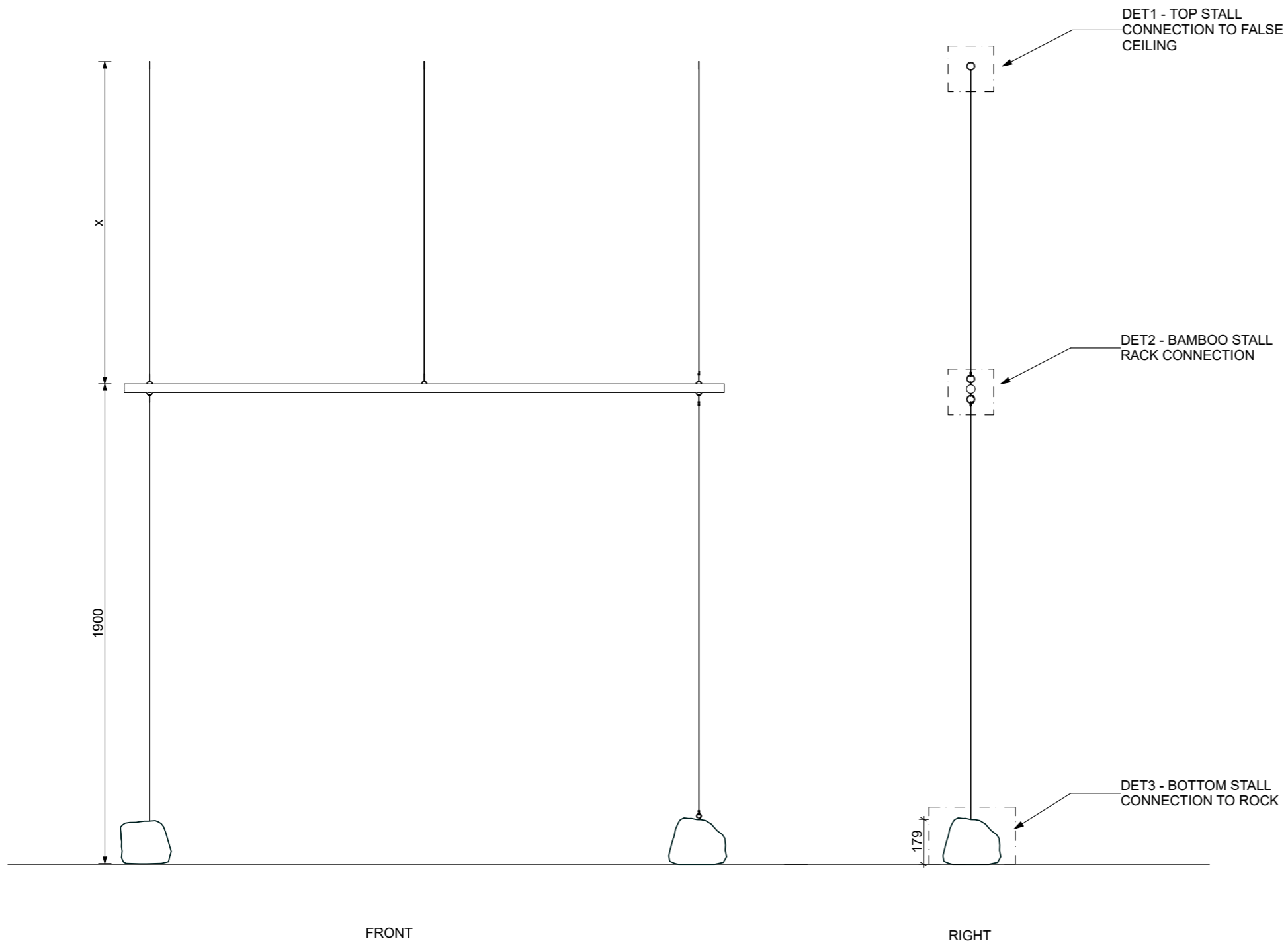
LOOP, CAFE & PRE-LOVED CLOTHES, SHOES AND ACCESSORIES CONCEPT

Designer **KS**
 Date 20.04.2020

ALL DIMENSIONS MUST BE CHECKED ON SITE!

SECOND-HAND SHOP DISPLAY FURNITURE OVER VIEW
 General Dimensions 1:20

DIS-FUR
 Drawing code



LOOP, CAFE & PRE-LOVED
CLOTHES, SHOES AND
ACCESSORIES CONCEPT

Designer KS
Date 20.04.2020

ALL DIMENSIONS MUST BE CHECKED ON SITE!

SECOND-HAND SHOP DISPLAY FURNITURE /
CLOTHING RACK

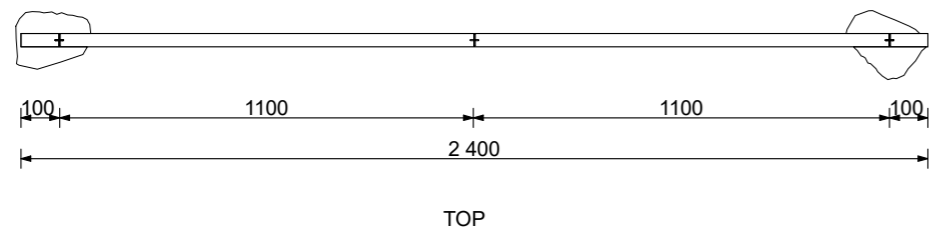
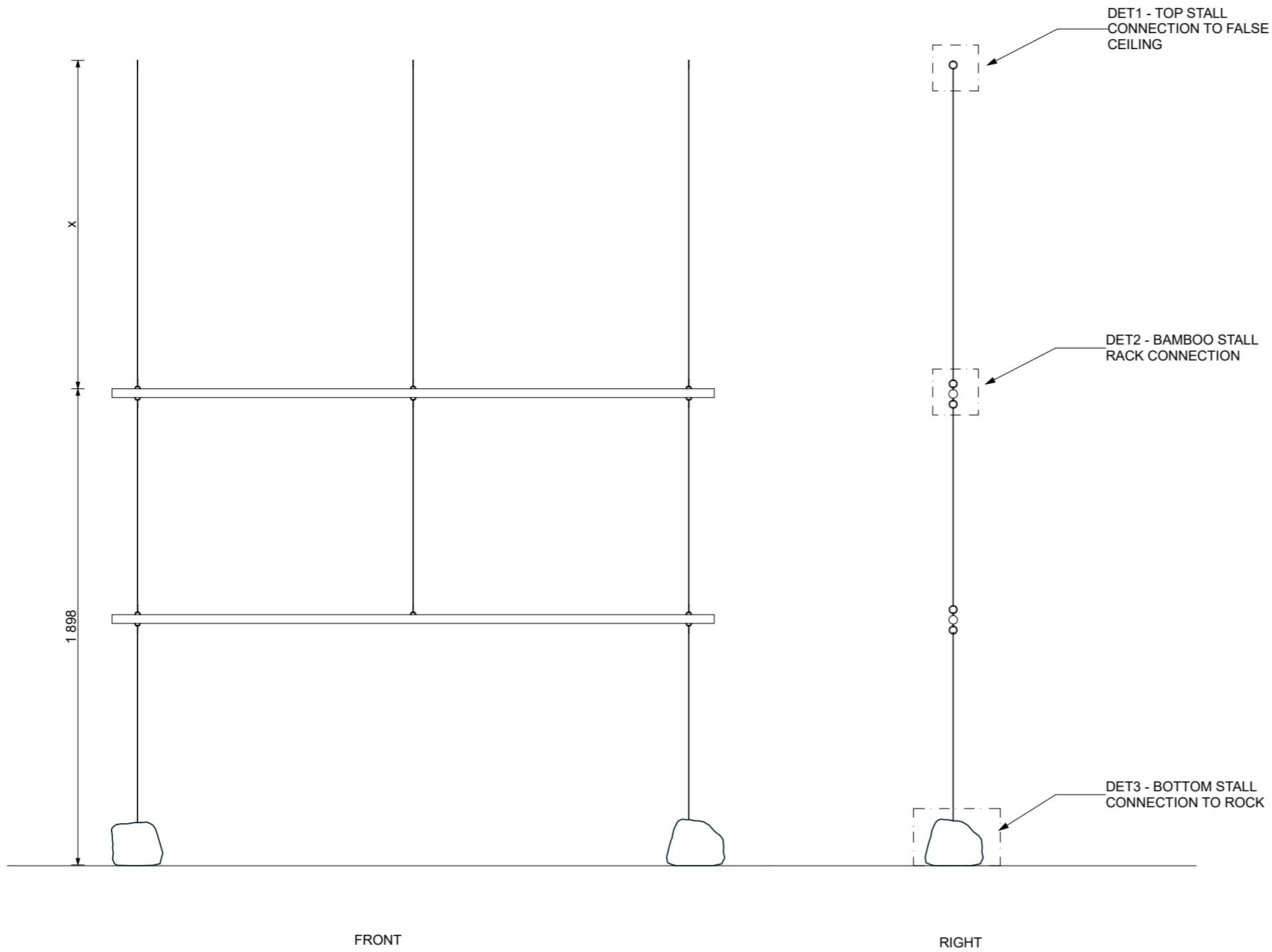
General Dimensions 1:20

DIS-FUR-01

Drawing code

2/7

No



LOOP, CAFE & PRE-LOVED
CLOTHES, SHOES AND
ACCESSORIES CONCEPT

Designer KS
Date 20.04.2020

ALL DIMENSIONS MUST BE CHECKED ON SITE!

SECOND-HAND SHOP DISPLAY FURNITURE /
CLOTHING RACK

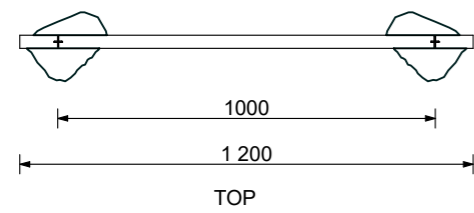
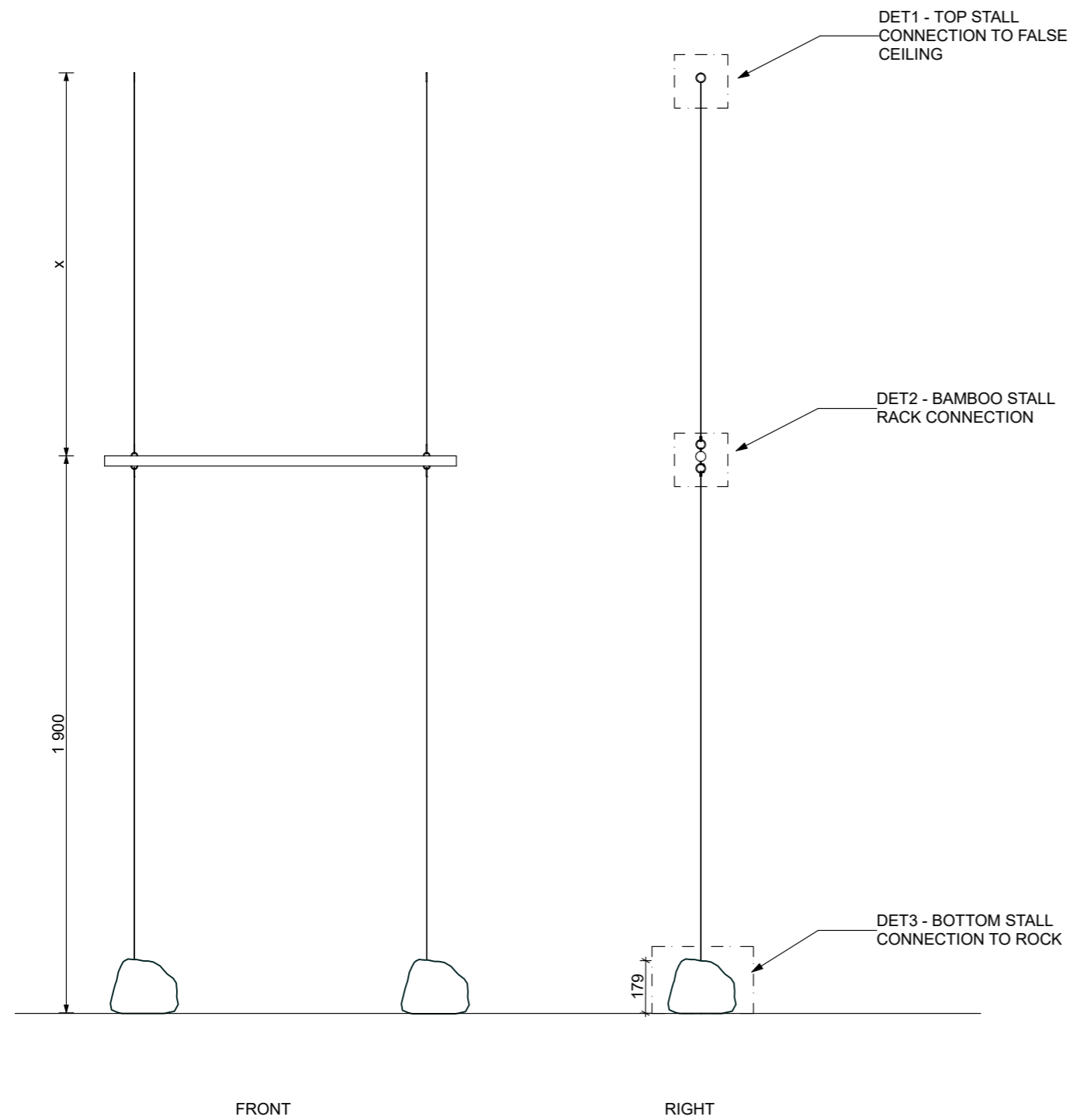
General Dimensions 1:20

DIS-FUR-02

Drawing code

3/7

No



LOOP, CAFE & PRE-LOVED
CLOTHES, SHOES AND
ACCESSORIES CONCEPT

Designer KS
Date 20.04.2020

ALL DIMENSIONS MUST BE CHECKED ON SITE!

SECOND-HAND SHOP DISPLAY FURNITURE /
CLOTHING RACK

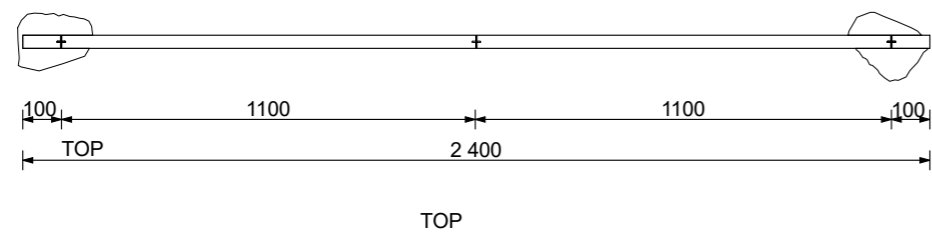
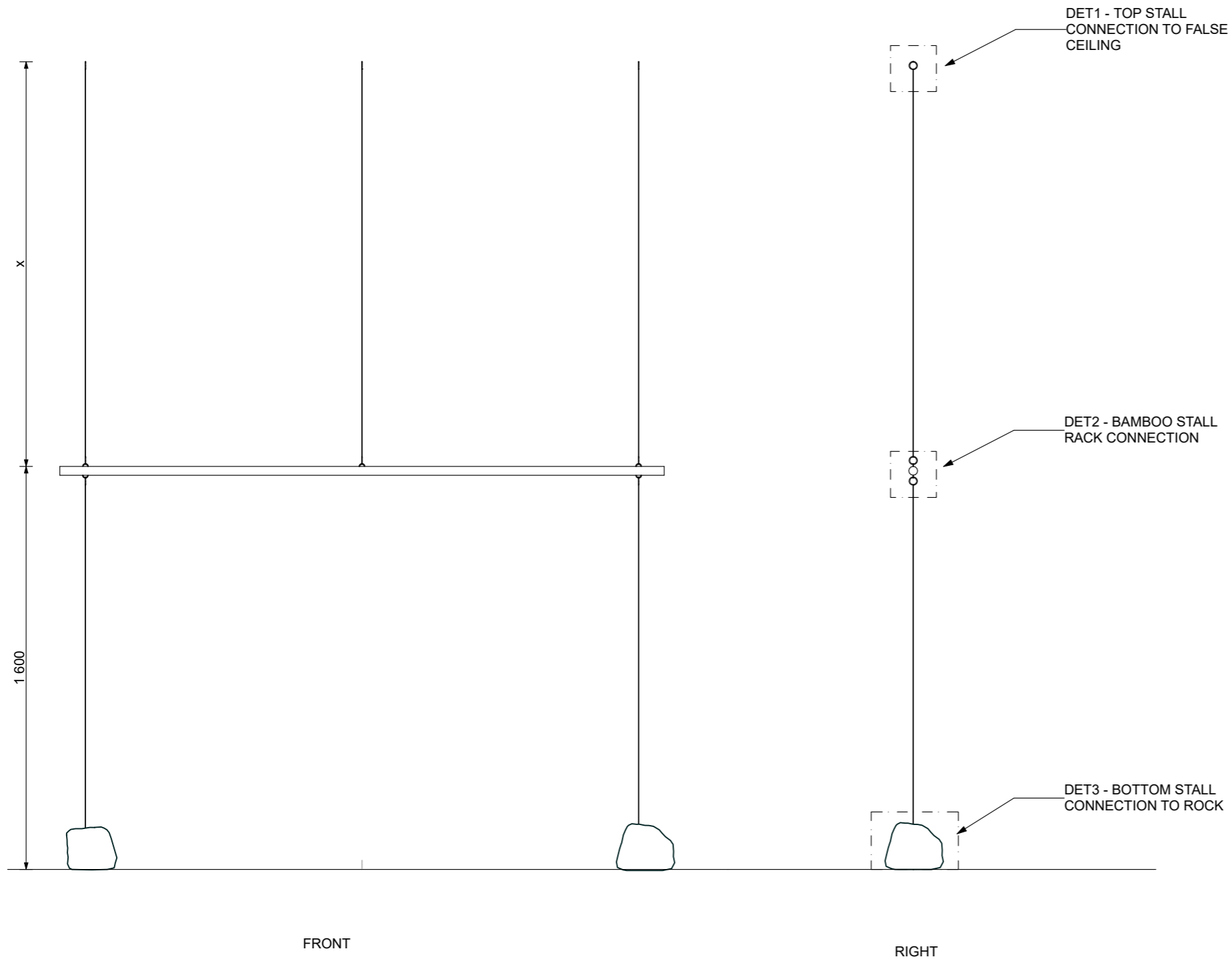
General Dimensions 1:20

DIS-FUR-03

Drawing code

4/7

No



LOOP, CAFE & PRE-LOVED
CLOTHES, SHOES AND
ACCESSORIES CONCEPT

Designer KS
Date 20.04.2020

ALL DIMENSIONS MUST BE CHECKED ON SITE!

SECOND-HAND SHOP DISPLAY FURNITURE /
CLOTHING RACK

General Dimensions 1:20

DIS-FUR-04

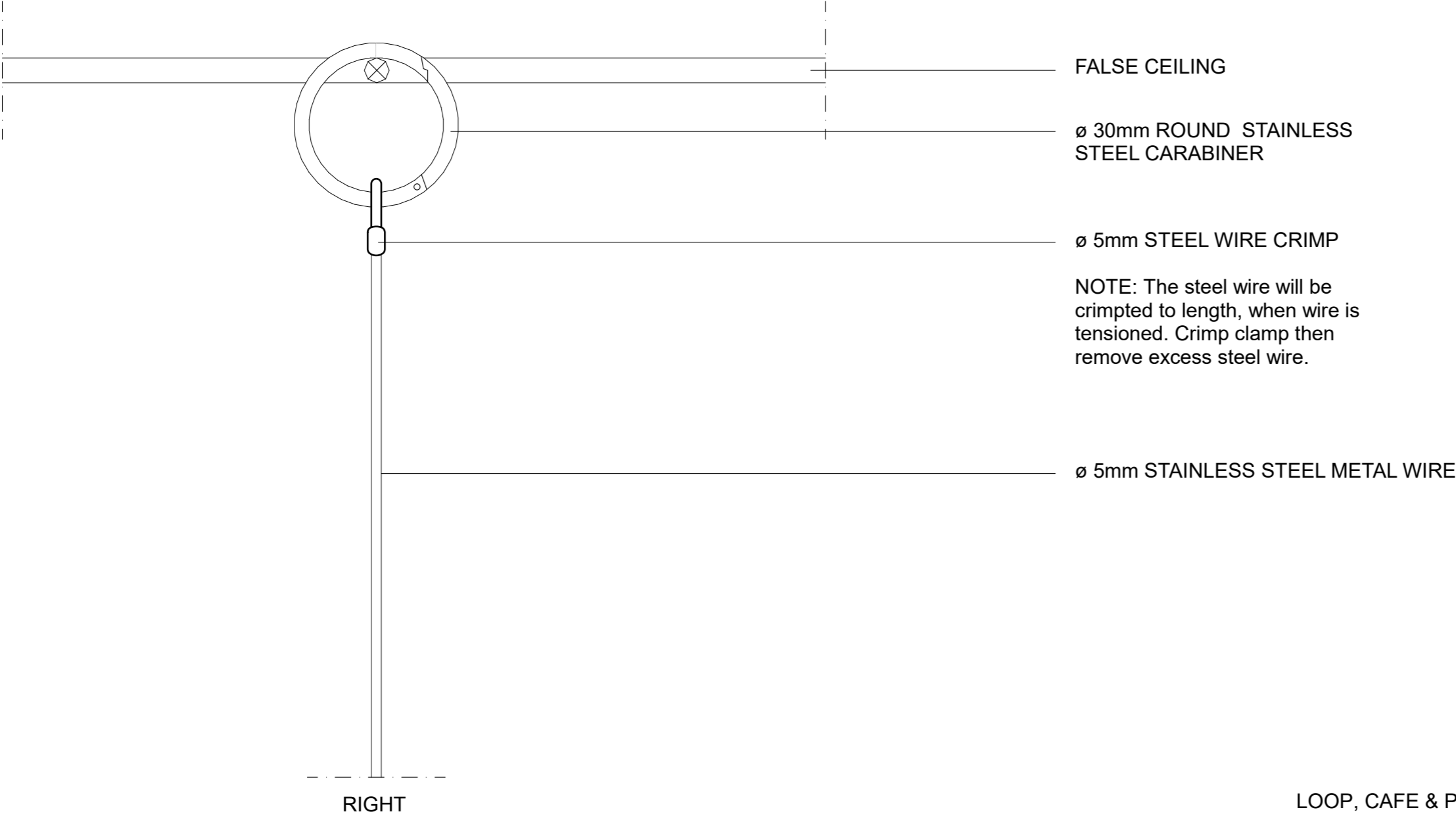
Drawing code

5/7

No

DET1 - TOP STALL CONNECTION TO FALSE CEILING

DET1 - TOP STALL CONNECTION TO FALSE CEILING



ALL DIMENSIONS MUST BE CHECKED ON SITE!

SECOND-HAND SHOP DISPLAY FURNITURE / CLOTHING RACK

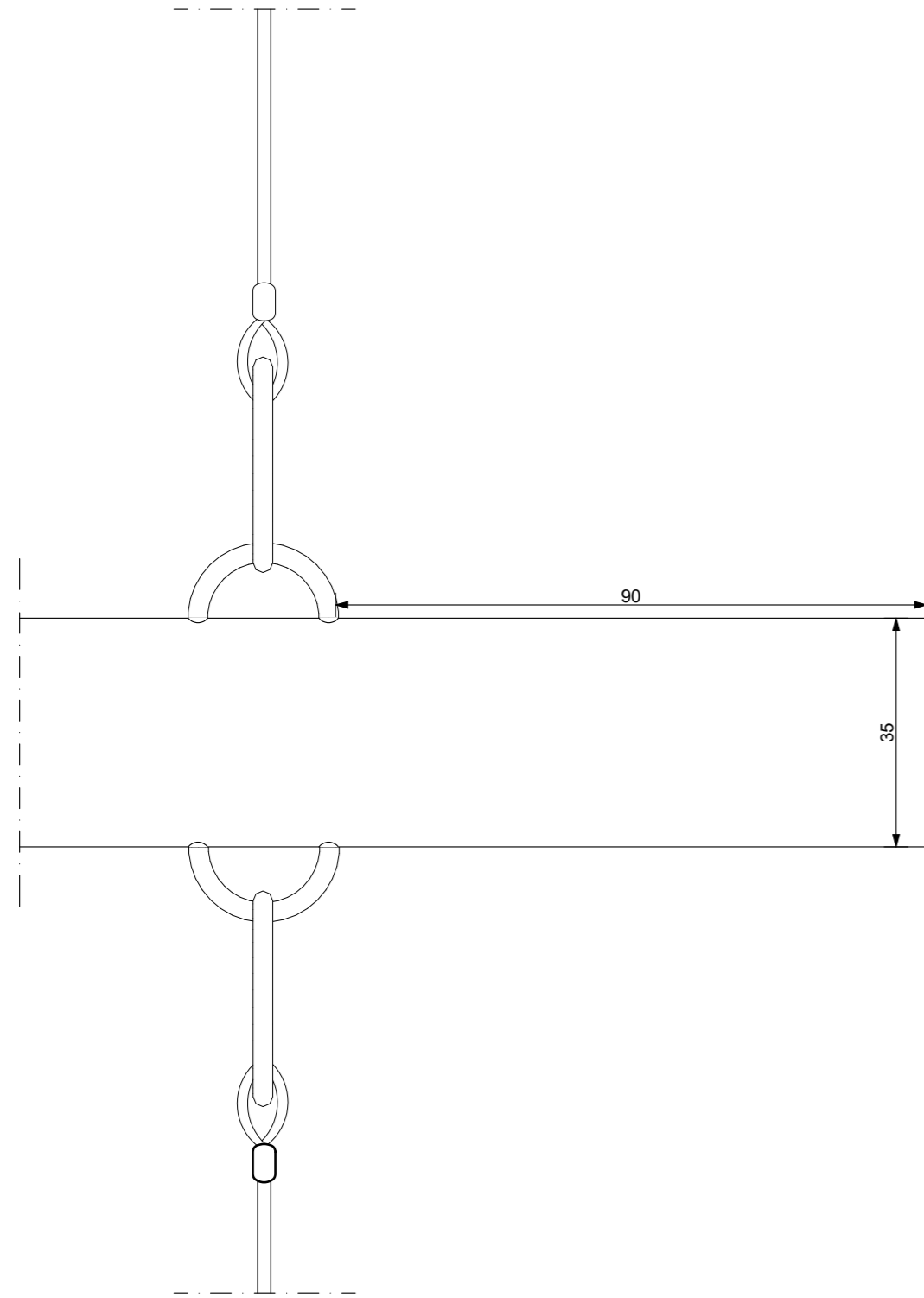
Detail 1:1

LOOP, CAFE & PRE-LOVED CLOTHES, SHOES AND ACCESSORIES CONCEPT

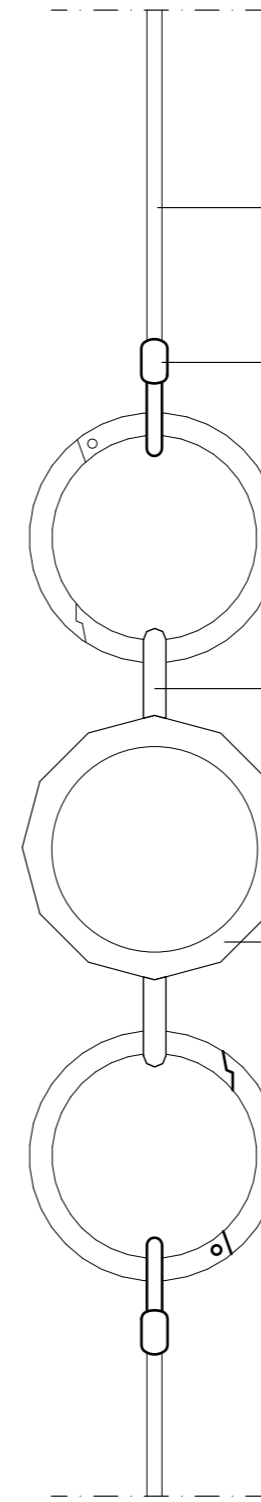
Designer KS
Date 20.04.2020

DIS-FUR-DET1 5/7
Drawing code No

DET2 - BAMBOO STALL RACK CONNECTION



FRONT



RIGHT/ LEFT

Ø 5mm STAINLESS STEEL METAL WIRE

Ø 5mm STEEL WIRE CRIMP

Ø 30mm STAINLESS STEEL ROUND CARABINER

STAINLESS STEEL STAPLE NAIL

NOTE: Staples will be installed into Bamboo rack according to the set up of the stall rack.

BAMBOO POLE Ø 350mm

ALL DIMENSIONS MUST BE CHECKED ON SITE!

SECOND-HAND SHOP DISPLAY FURNITURE / CLOTHING RACK

Detail 1:1

LOOP, CAFE & PRE-LOVED CLOTHES, SHOES AND ACCESSORIES CONCEPT

Designer KS
Date 20.04.2020

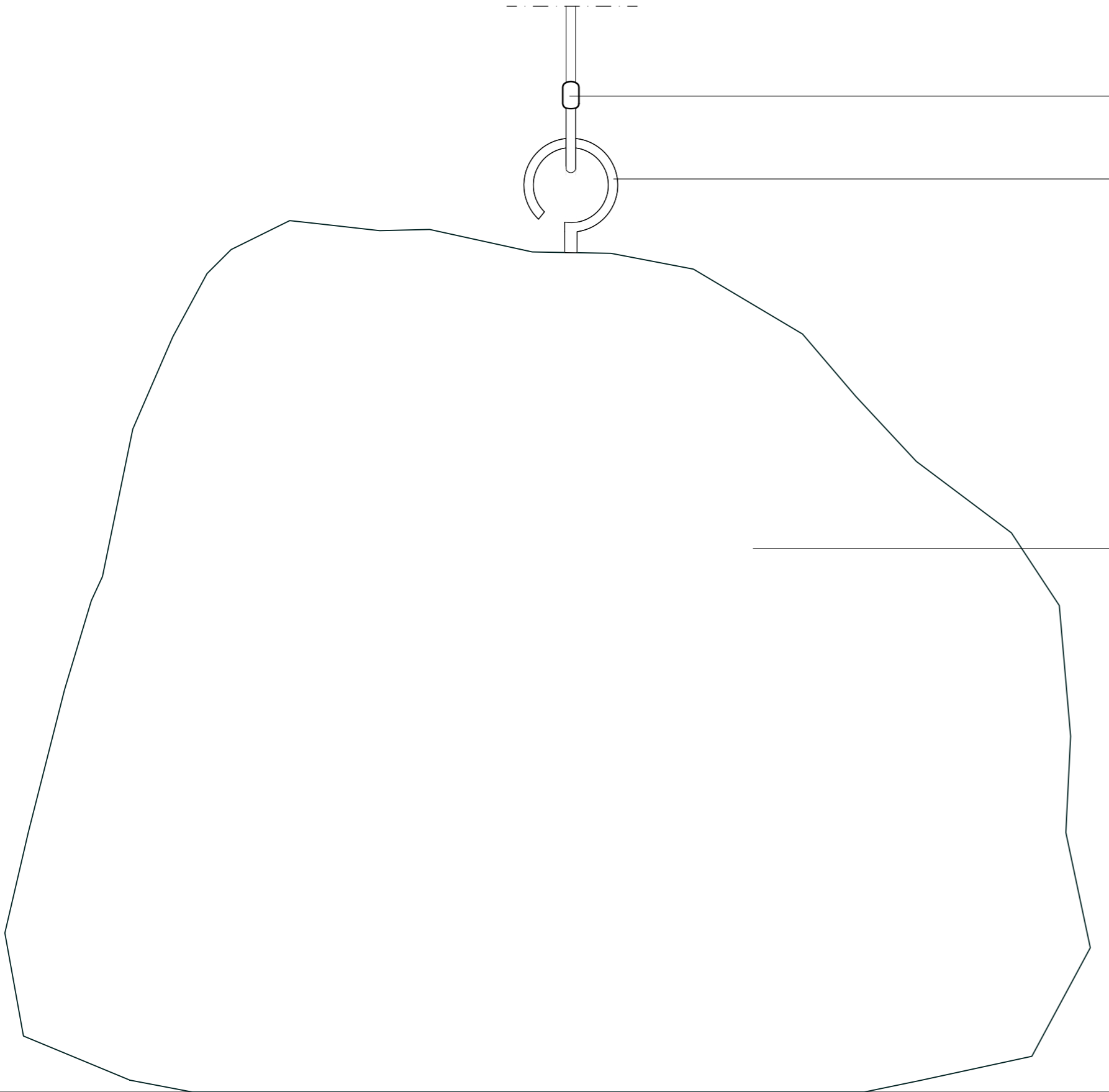
DIS-FUR-02

Drawing code

6/7

No

DET3 - BOTTOM STALL CONNECTION TO ROCK



Ø 5mm STEEL WIRE CRIMP

Ø 6mm STAINLESS STEEL HOOK

ASSEMBLY PROCEDURE:
1- Prepare rock surface by grinding flat area for location of hole
2-Drill 8mm hole 30mm deep using tungsten/diamond tip drill bit.
3-Insert plastic expansion anchor
4- Screw in 6mm stainless steel hook
5- Crimp steel wire clamp and remove excess wire

ANCHORING ROCK
NOTE: Rock size and shape vary, but their weight must be between 8-10 kg

LOOP, CAFE & PRE-LOVED CLOTHES, SHOES AND ACCESSORIES CONCEPT

ALL DIMENSIONS MUST BE CHECKED ON SITE!

SECOND-HAND SHOP DISPLAY FURNITURE / CLOTHING RACK

DETAIL 1:1

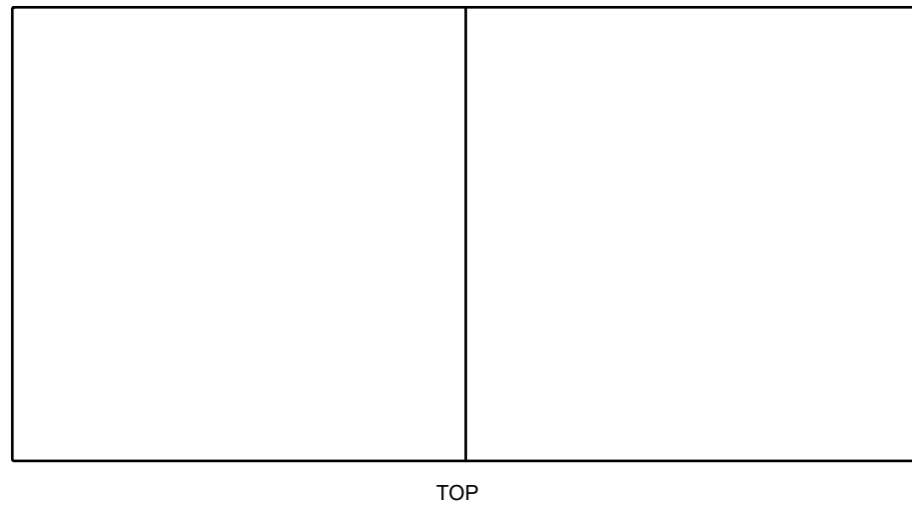
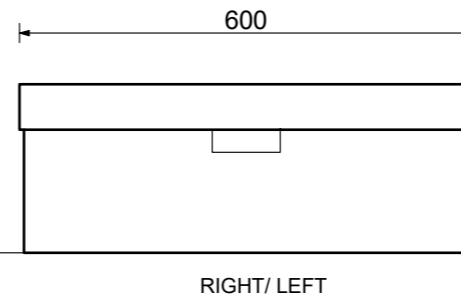
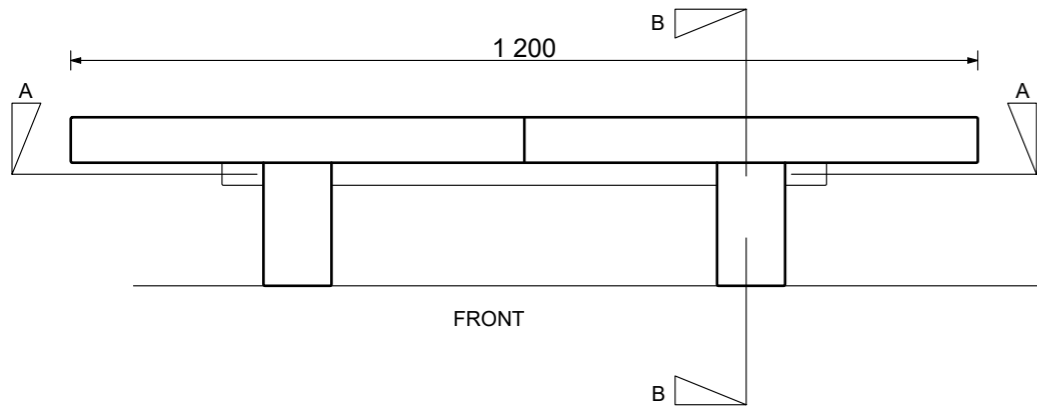
Designer KS
Date 20.04.2020

DIS-FUR-02

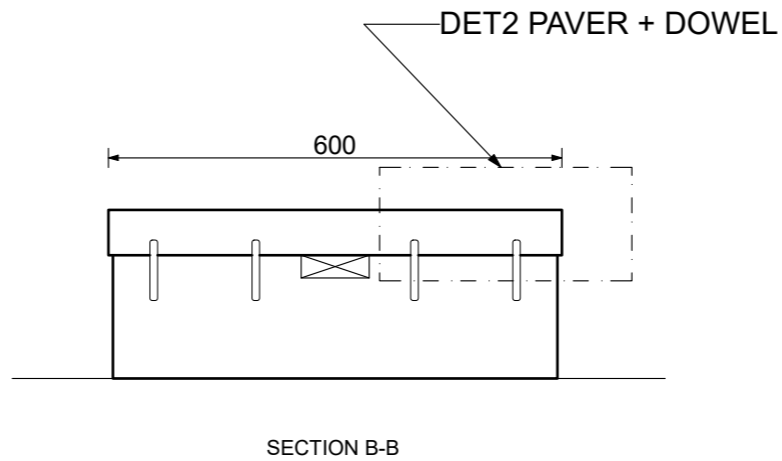
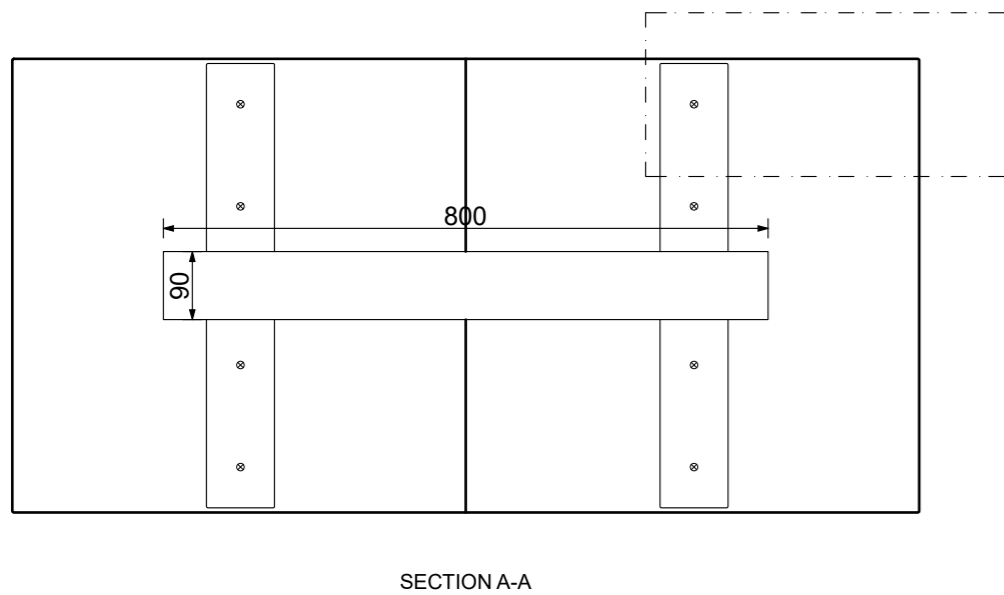
Drawing code

7/7

No



DET1 SUPPORT LEG FABRICATION



MANUFACTURING PROCEDURE FOR TIMBERCRETE BENCH

1. Fabrication of Timbercrete Smoothstone bricks (large) bottom support legs
 - a. Remove center section from brick(See DET2)
 - b. Mark out and drill a 4 x Ø10mm hole 60mm deep (See DET1)
2. Fabrication of Timbercrete Pavers for Top shelf
 - a. Mark out and drill 4 x Ø10mm hole 20mm deep (See DET2)
3. Assemble support legs to timber support structure
 - a. Set out legs 600mm apart from there centers
 - b. Install support timber until flush in removed section
 - c. Install Ø10mm wooden dowels to support legs
4. Assemble pavers to support legs
 - a. Align holes in pavers to dowel location in support legs.



LOOP, CAFE & PRE-LOVED
CLOTHES, SHOES AND
ACCESSORIES CONCEPT

ALL DIMENSIONS MUST BE CHECKED ON SITE!

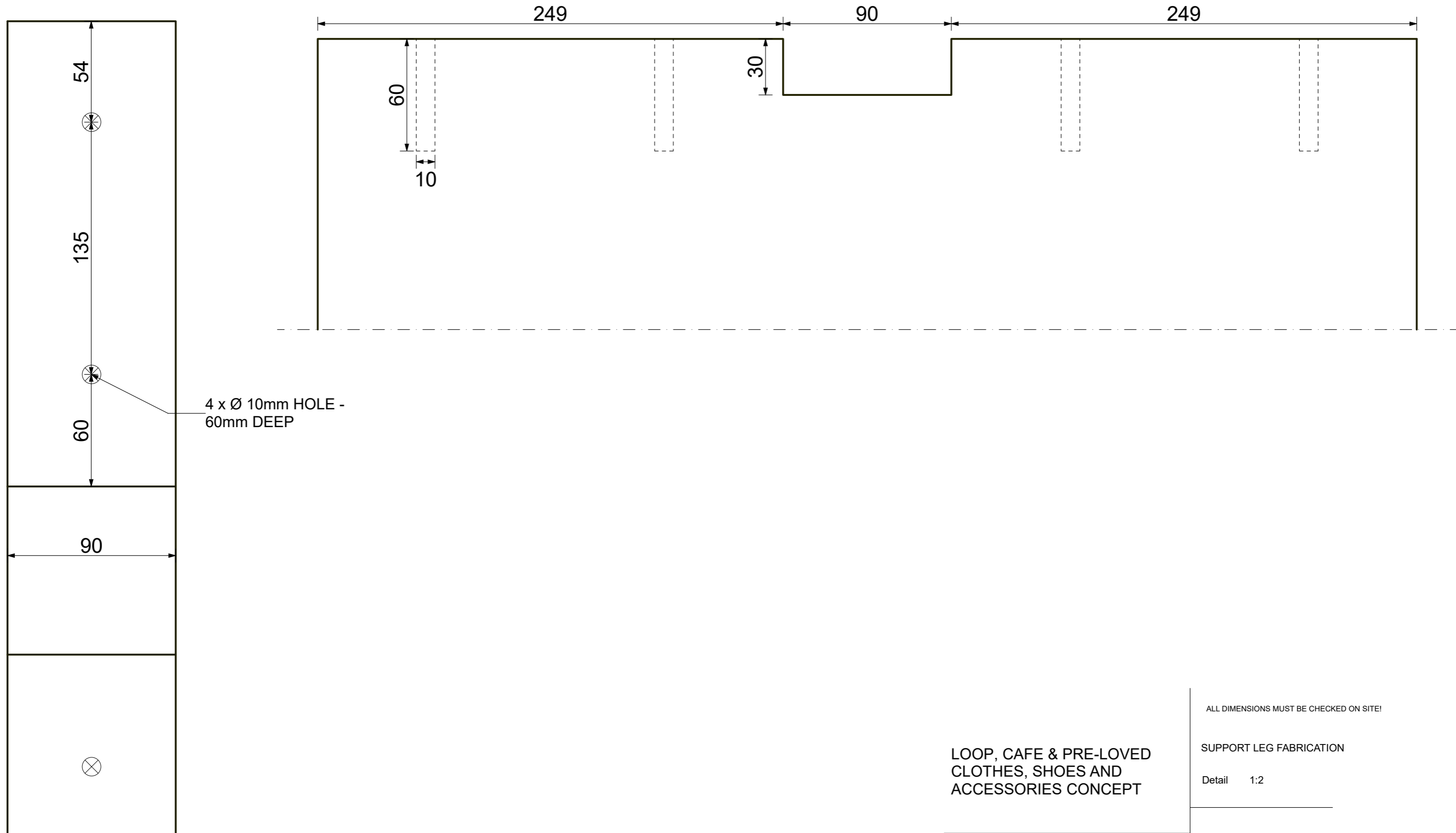
SECOND-HAND SHOP DISPLAY FURNITURE /
BENCH MODULE

General Dimensions 1:20
Sections A-A, B-B 1:20

Designer KS
Date 20.04.2020

DIS-FUR-BENCH 1/3
Drawing code No

DET1 SUPPORT LEG FABRICATION



4 x Ø 10mm HOLE -
60mm DEEP

LOOP, CAFE & PRE-LOVED
CLOTHES, SHOES AND
ACCESSORIES CONCEPT

Designer KS
Date 20.04.2020

ALL DIMENSIONS MUST BE CHECKED ON SITE!

SUPPORT LEG FABRICATION

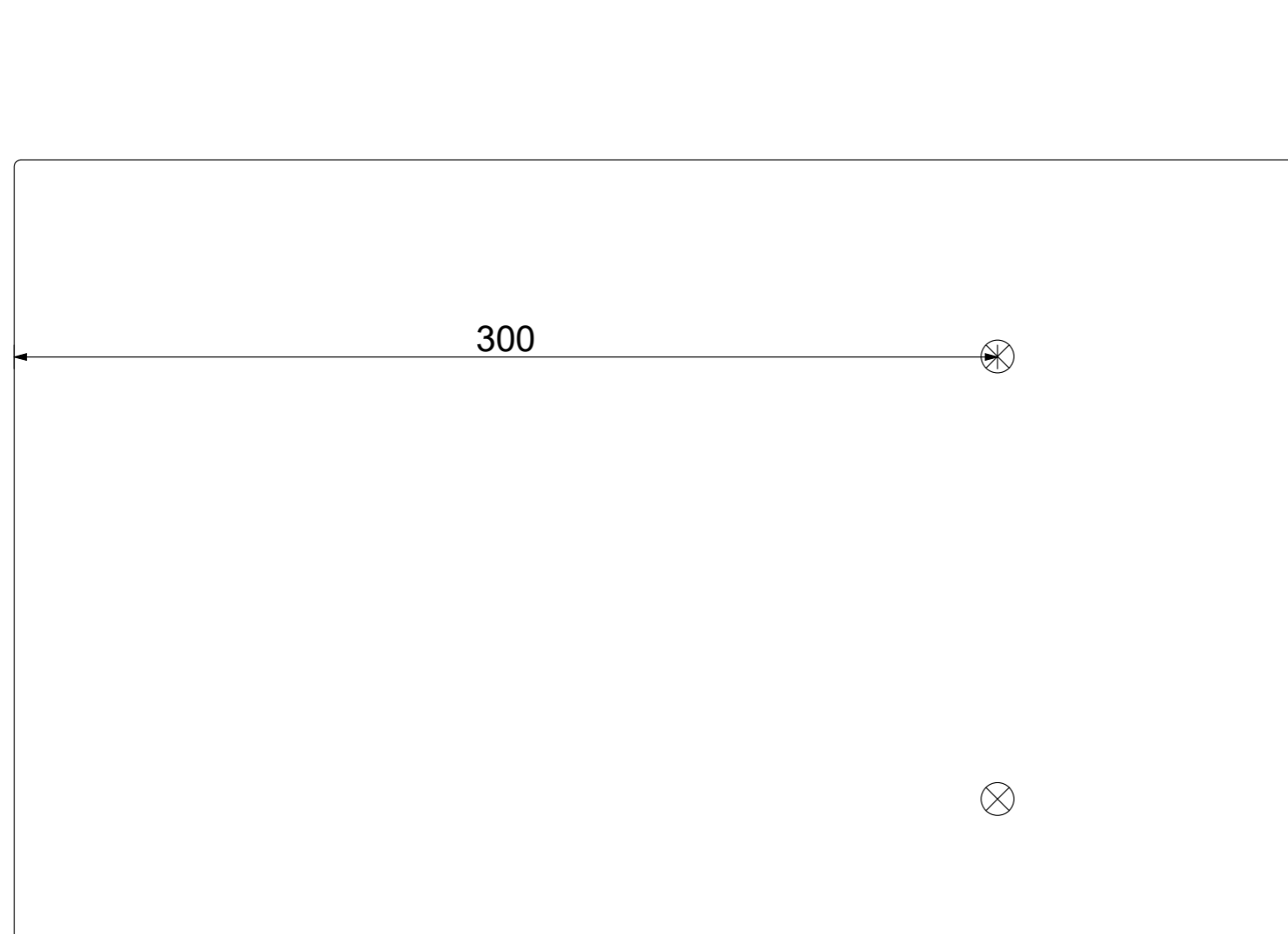
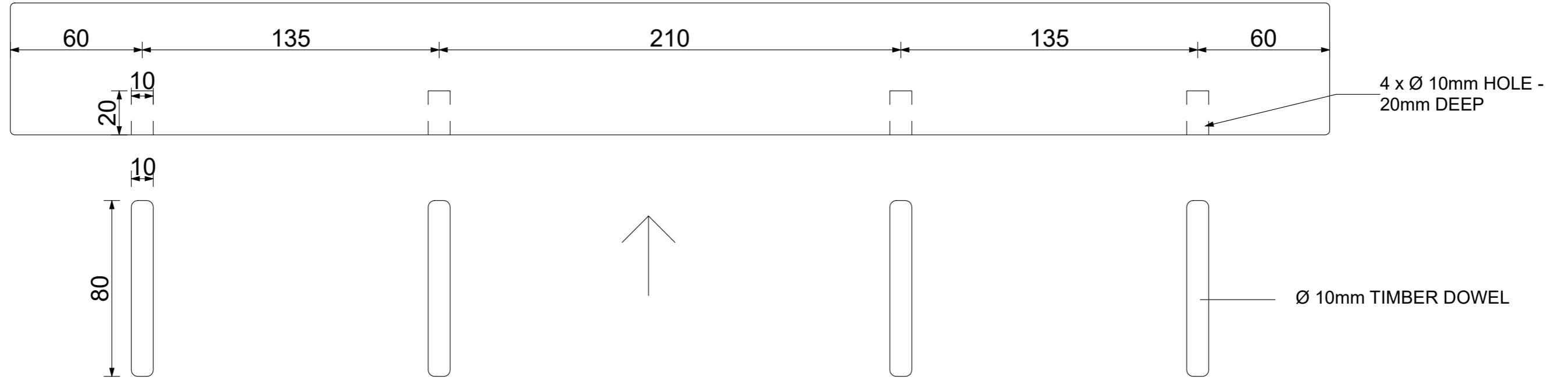
Detail 1:2

DIS-FUR-BENCH-DET1 2/3

Drawing code

No

DET2 PAVER + DOWEL



ALL DIMENSIONS MUST BE CHECKED ON SITE!

PAVER + DOWEL

Detail 1:2

LOOP, CAFE & PRE-LOVED
CLOTHES, SHOES AND
ACCESSORIES CONCEPT

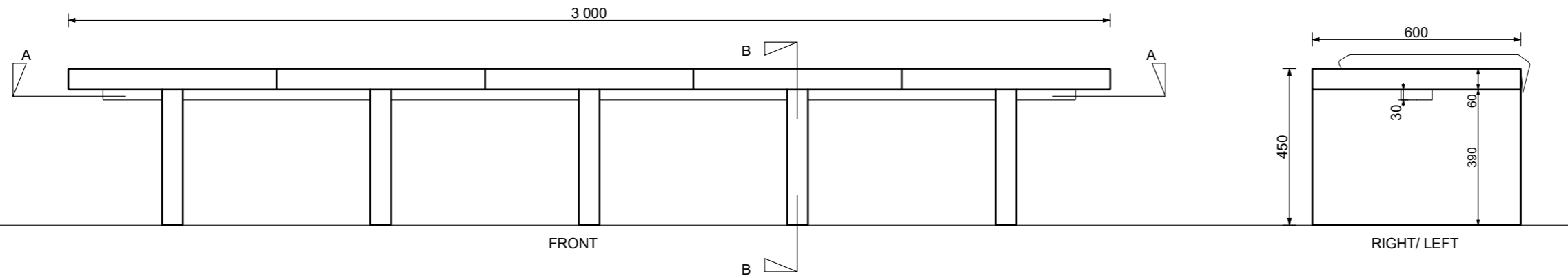
Designer KS

Date 20.04.2020

DIS-FUR-BENCH-DET1 2/3

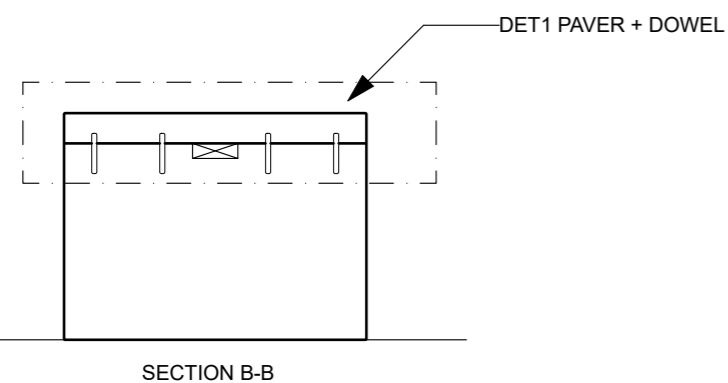
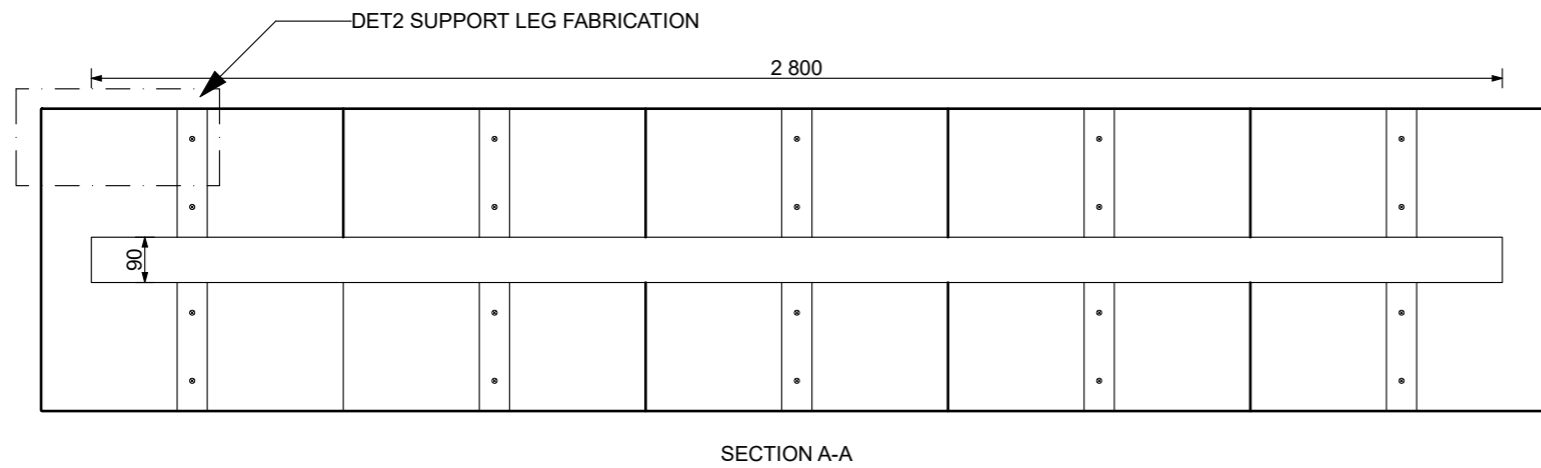
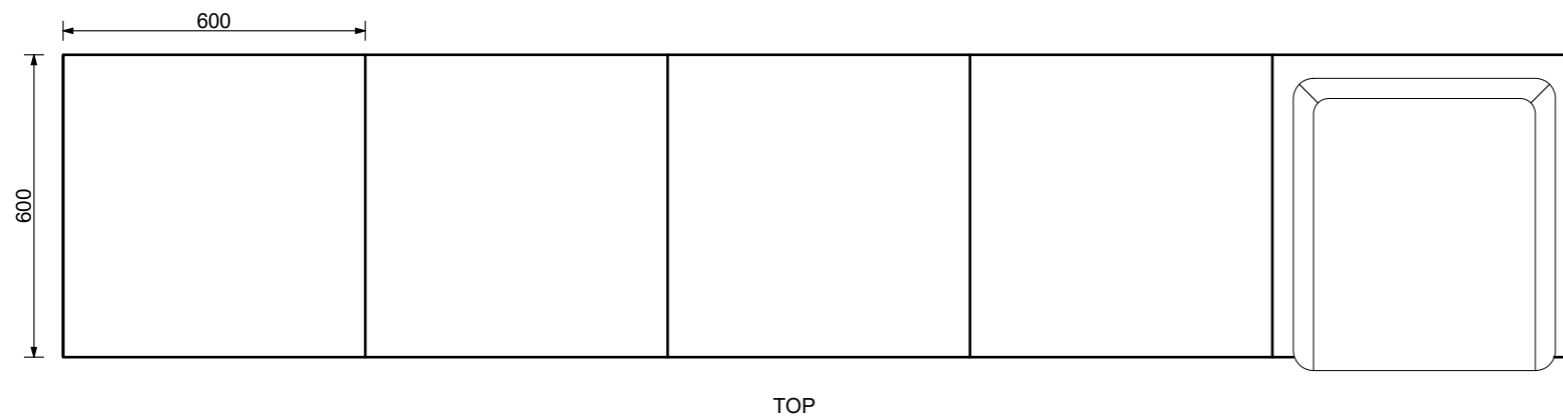
Drawing code

No



MANUFACTURING PROCEDURE FOR TIMBERCRETE BENCH

1. Fabrication of Timbercrete Smoothstone bricks (large) bottom support legs
 - a. Remove center section from brick(See DET2)
 - b. Mark out and drill a 4 x Ø 10mm hole 60mm deep (See DET1)
2. Fabrication of Timbercrete Pavers for Top shelf
 - a. Mark out and drill 4 x Ø 10mm hole 20mm deep (See DET2)
3. Assemble support legs to timber support structure
 - a. Set out legs 600mm apart from there centers
 - b. Install support timber until flush in removed section
 - c. Install Ø 10mm wooden dowels to support legs
4. Assemble pavers to support legs
 - a. Align holes in pavers to dowel location in support legs.



LOOP, CAFE & PRE-LOVED
CLOTHES, SHOES AND
ACCESSORIES CONCEPT

Designer KS
Date 20.04.2020

ALL DIMENSIONS MUST BE CHECKED ON SITE!

CAFE BENCH

General Dimensions 1:20

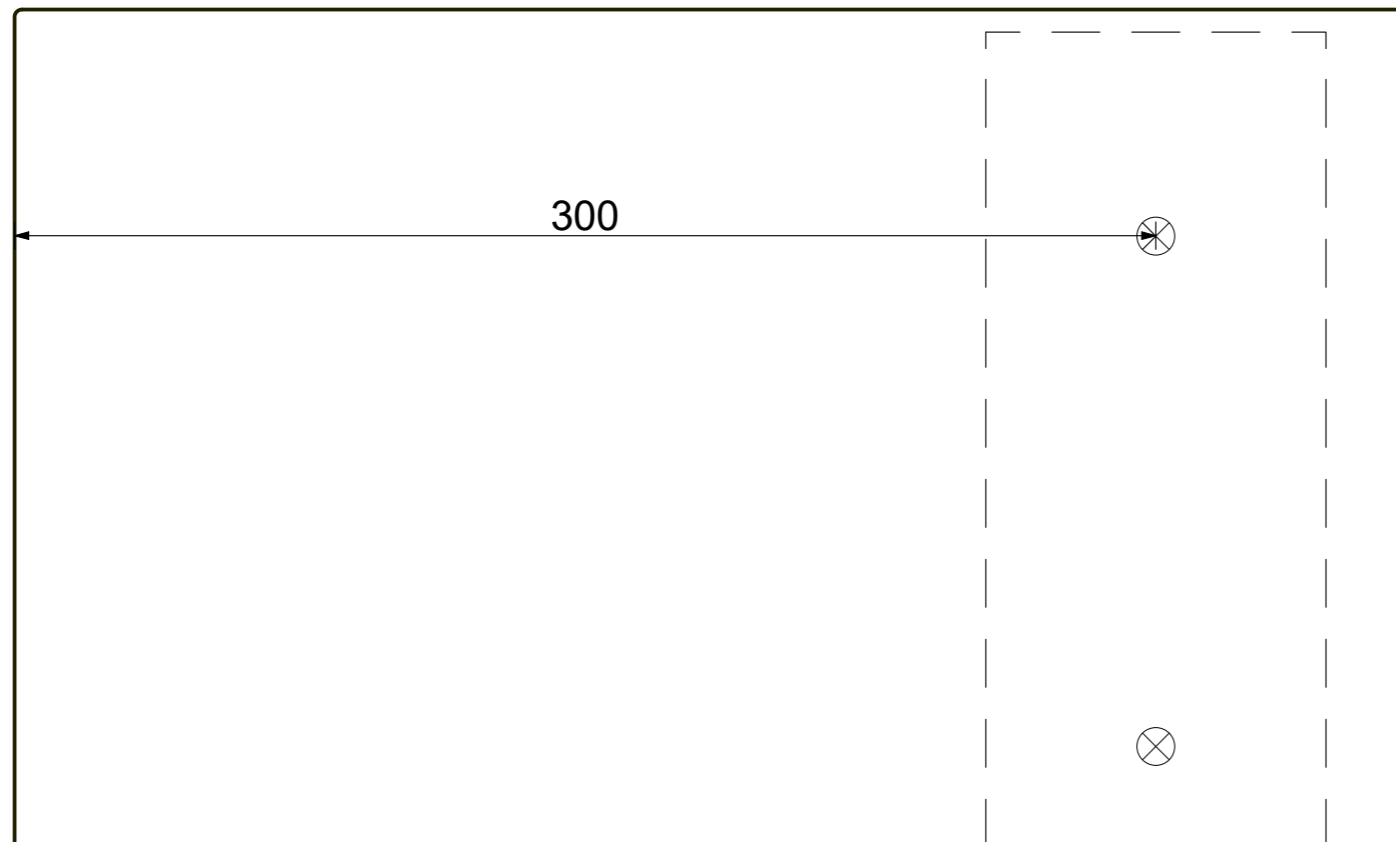
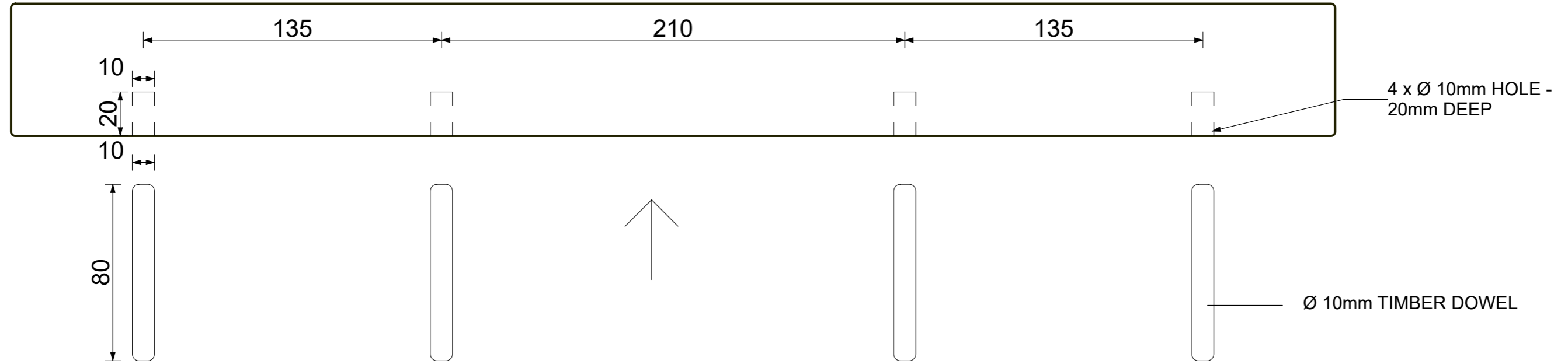
CAF-BENCH

Drawing code

1/3

No

DET1 PAVER + DOWEL



LOOP, CAFE & PRE-LOVED
CLOTHES, SHOES AND
ACCESSORIES CONCEPT

Designer KS
Date 20.04.2020

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CAFE BENCH

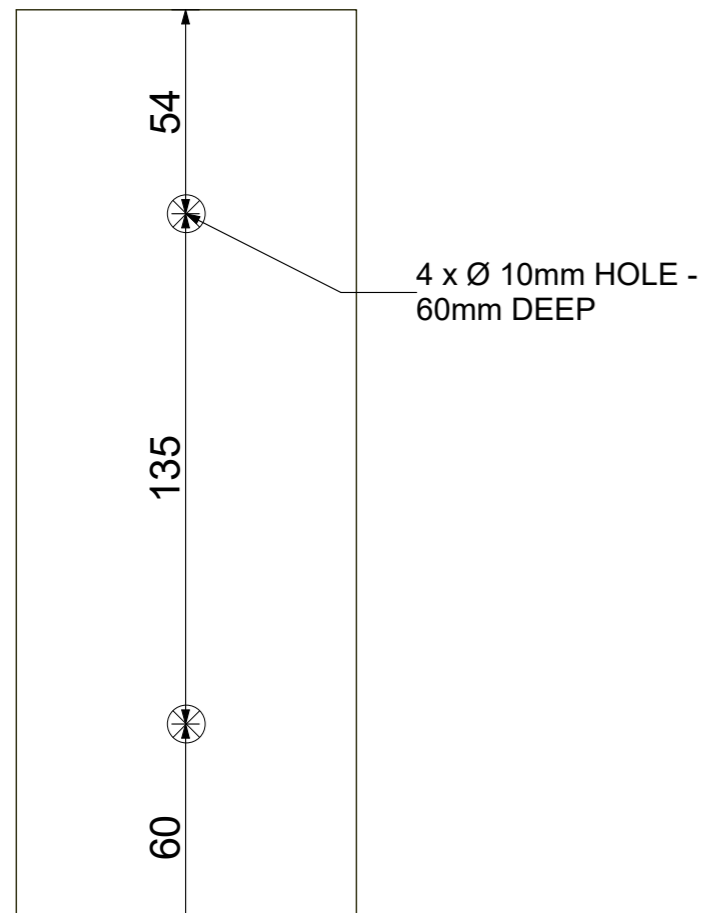
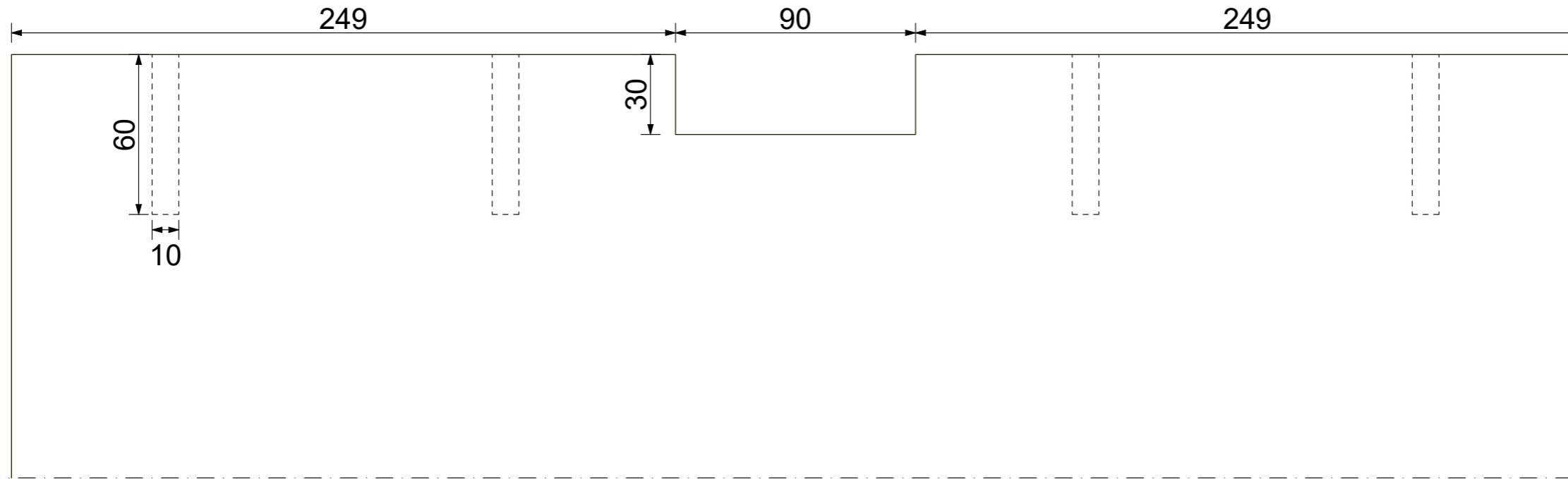
DETAIL 1:2

CAF-BENCH-DET1 2/3

Drawing code

No

DET2 SUPPORT LEG FABRICATION



LOOP, CAFE & PRE-LOVED
CLOTHES, SHOES AND
ACCESSORIES CONCEPT

Designer KS
Date 20.04.2020

ALL DIMENSIONS MUST BE CHECKED ON SITE!

CAFE BENCH
DETAIL 1:2

CAF-BENCH-DET2 3/3

Drawing code

No