

Camden Goods Yard

Facade Proposal

Design that defines culture
and builds communities

Intro to HATO

Design the defines culture and builds communities

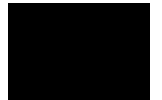
HATO is a close-knit design practice with a global outlook. Based in London and Hong Kong, we focus on projects that revolve around co-design and culture.

We use design, craft and technology to give people the tools to connect with their inherent creativity, to express their ideas and collaborate with each other.

Our practice includes:

- Cultural consultancy & workshops
- Digital development & interactive tools
- Branding and identities
- Cultural campaigns
- Exhibition and experiential design

We work with some of the worlds most influential and pioneering brands and institutions, creating a broad spectrum of work and projects, from marketing campaigns and identities to digital tools, apps and installations.



Hato Process

Playtotyping™

Playtotyping™ is the term we use to explain the HATO process.

We take a human-centred approach to design inviting our clients, communities and collaborators into the heart of the design process. Our process is circular, allowing for integrated thinking and continual learning.

We use design as a medium of play, exploring, making and creating with our audience and / or clients. The process allows us to deliver design that actually engages its community and audience.

With every new interaction and iteration we discover new ways of working, building new tools, creating incredible stories with people as well as discovering new perspectives.



Our Experience

Greenwich Peninsula Artist Commission for Design District

Brief: Invited by the developers of Greenwich Peninsula to design an art installation for the hoarding for the design district, both in 2018 and 2019.

Value Added: Transforming urban space into an immersive artwork for the community to play during their commutes.
Highest Instagrammed artwork

‘Printed Water’ is a temporary commission situated where the Peninsula’s ‘Design District’ is currently being built. The area will eventually house a new community of creatives and is also where ‘33’ the pavilion created by HATO collaborators Studio Weave, can be found.

When approaching the project, our main priorities were to create a tactile and welcoming space for the public during a time of serious change and development. This was not only important to the developers but more so for the local community. Printed Water allows for locals and passersby to interact and use the space in a new and social way. It’s success lies within its ability to attract energy and life to what could be viewed as an inaccessible or forgotten space during the construction of the area.



Together We Create Newham

Brief: Create an identity for Newham Council's property development scheme for better council homes. Identity to manifest in temporary hoardings around Newham.

Value Added: Photographing the residents of Newham, and working with a local boxing club to produce bespoke patterns. Through this participation the hoardings are a strong representation of the local community.

The *Together we Create* identity presents Newham Council's latest project to develop council homes for its residents.

HATO's design embodies the council's ethos, that people are at the heart of Newham. The design presents commissioned photographs of local residents, as well as a bespoke set of patterns created with the Newham Community Boxing Club.

The patterns were designed with Machine Learning Pose technology, filming a local boxing club train. As the athletes moved, their body shapes and transitions were translated into the graphic patterns found in the design.

Through this participatory design system, a set of hoardings will go up across the borough announcing the better homes project using a HATO created design solution that has been co-designed by the community and residents of Newham.



Childwall Sports Academy Liverpool

Brief: Design a new playground for Childwall Sports Academy

Value Added: Collaborating with the school on a design that the pupils were proud of and owned. As well as the delivery of core subjects through the engagements.

As part of the Liverpool Biennale programme, we collaborated with more than 100 pupils from Childwall Sports Academy and other local schools on the Dazzle Island project. The design of the permanent artwork came to life via a curated workshop programme and a bespoke digital tool.

We developed a digital learning resource portal to help students discover all about dazzle camouflage and Sir Peter Blake's dazzle ferry, which was the main inspiration behind the playground.

After being introduced to these conceptual ideas, the workshops became more experimental with ideas of form and composition. Using a combination of organic and geometric shapes, we worked with the students to test different methods of collage and arrangements through stencil testing.



Camden Goods Yard

Wider Concept

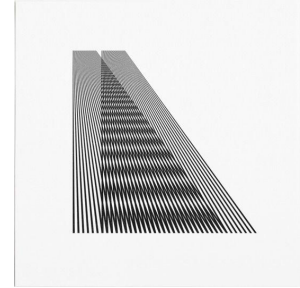
Community engagement

Camden is a vibrant part of London, renowned for its alternative culture with millions of visitors drawn each year to the markets and entertainment venues.

The industrial revolution was a time of great progression and change to industry and technology and Camden has a rich history of these advancements. These include piano making, railway links, gin distilling and new housing developments.

In this project, we want to explore these rich narratives with the local community of Camden to help us understand our collective views of the site and to create a positive design for the facade of the Morrisons building together.

Reference could be drawn from the farmlands that were *Chalk Farm*, exploring community growing and agriculture. As well as the rich culture Camden has to offer, looking at the written word: poetry. We would look to produce a series of poetry readings and workshops, taking reference to contemporary artists such as Kate Tempest and engaging local organisations such as the Roundhouse.



Facade Concept

We want to create a bright, bold facade design that engages the community of Camden positively. Through the co-design process we will make sure it is a design that has been designed by the local residents, something which everyone can be proud of and have a sense of ownership toward.

We will work with a contemporary colour palette alongside geometric shapes to ensure the artwork engages with people of all ages and backgrounds, inviting on-goers to come up to it, look closer and learn about the stories of the local area.

Bold Colours



Tottenham Court Road, interior installation

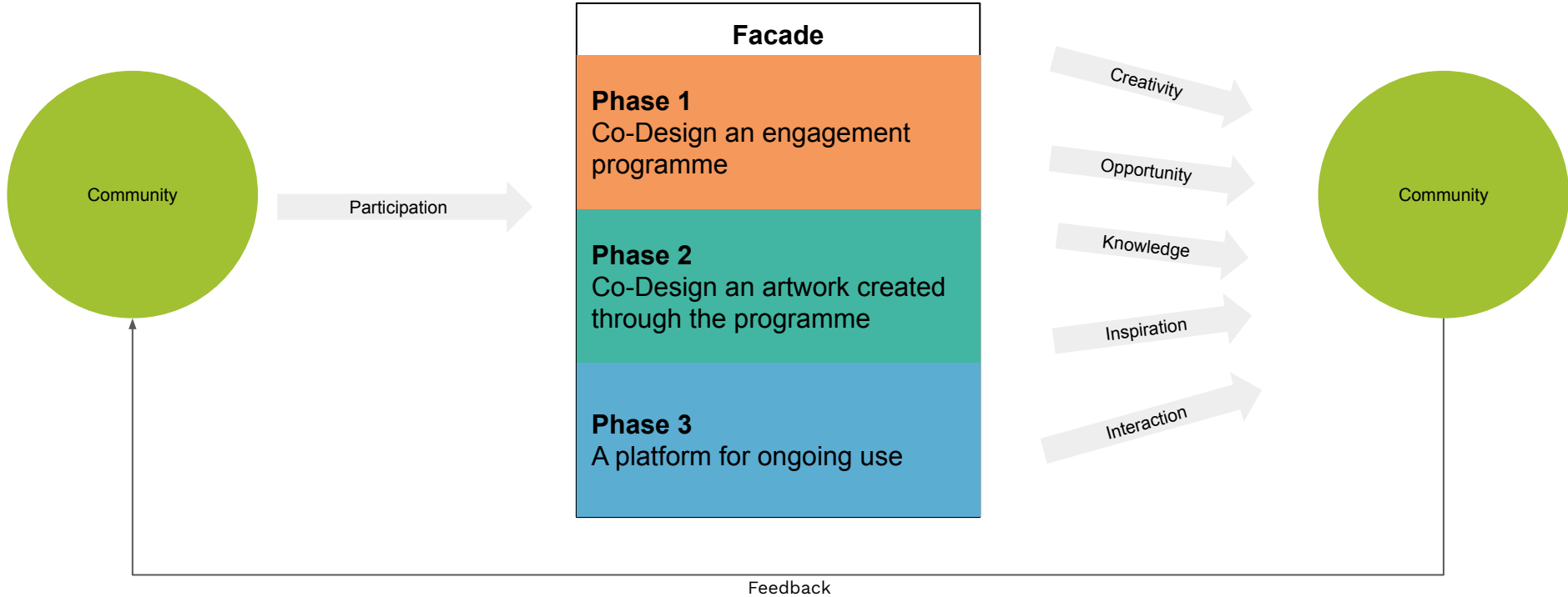


Playground in Cannes London, commissioned by Pinterest.



Building Facade, Old Street London

Our Community Focussed Approach



Phase 1 Co-Design an engagement programme

Through a series of initial meetings and consultations with local groups recommended by the council, we will identify a collection of key groups to establish a set of intergenerational events and workshops that will help us understand the proposed area from the voice of the community.

These events and workshops will be delivered through a series of performances or talks, but the plan is to work with a youth group and run events in local community centres as well as retirement homes, engaging with all generations.

These events will help us collect untold stories of the past and dreams of the future which will help us to define the theme for the design of the facade. These themes could range from music, poetry, new technologies to agriculture.

Outputs of the programme could include

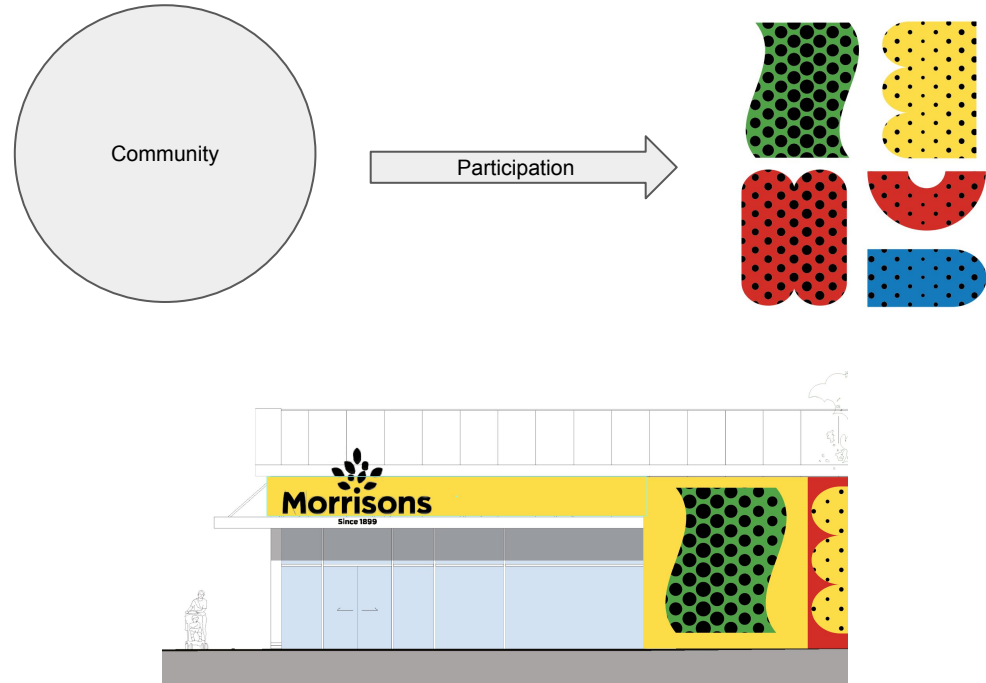


Phase 2 Co-Design an artwork

With our collected stories from Phase 1 HATO will design a set of participatory workshops that will engage the key groups to design the facade of the building collaboratively.

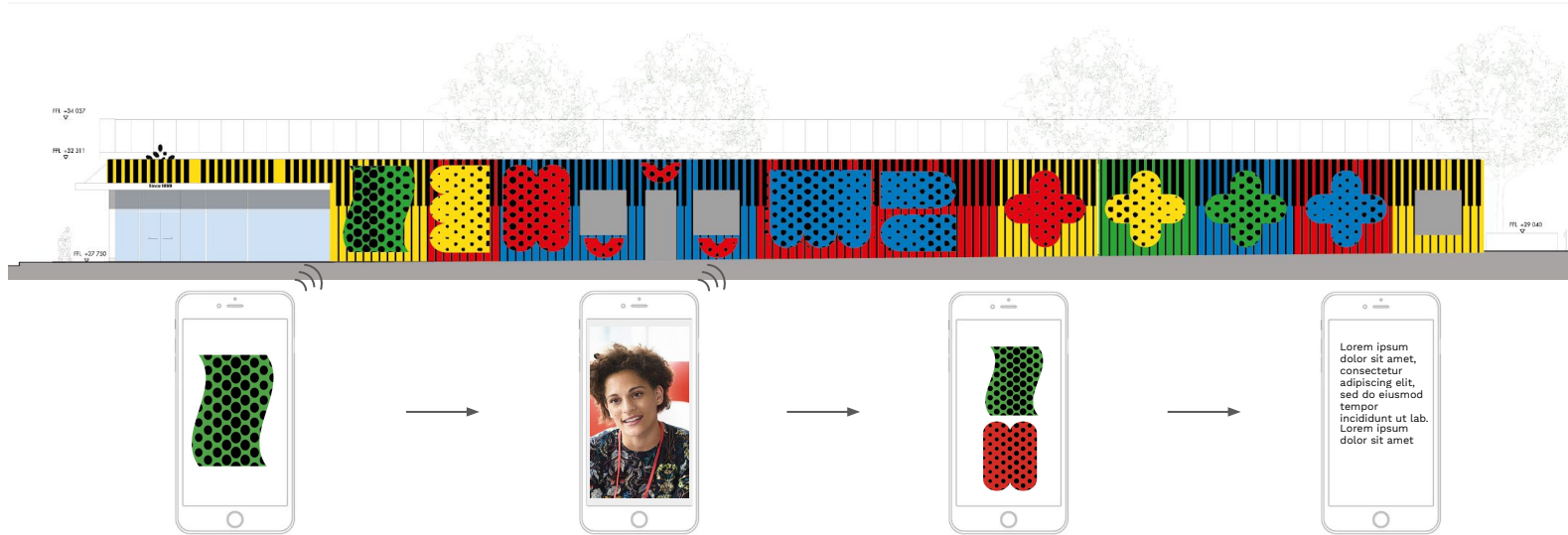
Each story could be designed as a shape and colour. The colours will represent the emotion behind each story whilst the shape will be produced from sound emitted by the teller. These could be stories told by local people, 3D visualisations of the development or the history of the area.

It would be possible to make the content of these stories accessible to all by an interactive digital resource, as briefly shown in Phase 3.



Storytelling

Creating a space for the community



Community member hovers phone over a shape which would then display or tell a story/news cliplet/interview.

By clicking on the shape, the community member is taken to a link of the content, for example a video or an article.

Community member can keep the stories collected that is relevant to them and their interests about the local area.

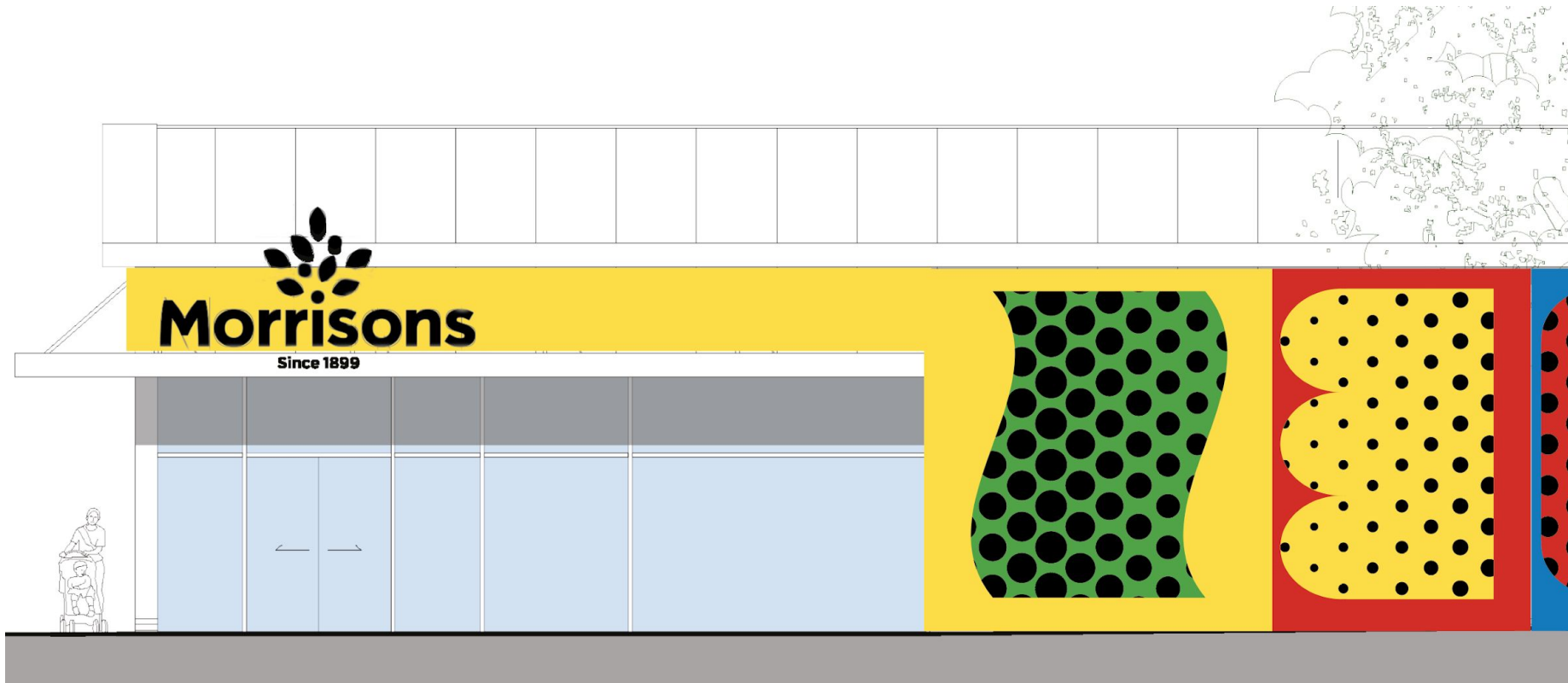
Community member can also access other content such as resources.

Our initial ideas

Sketch

Draft sketch

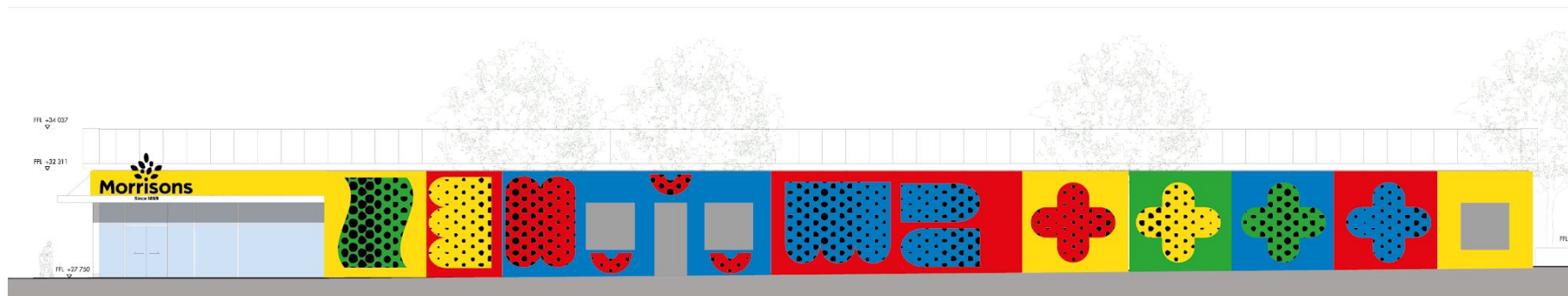
Detail 1



Sketch

Draft sketch

Overview



Chalk Farm Road Elevation

Thank you

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