

Ramya Sriram





Designing Thoughtful Spaces

About Us

Established in the year 2017, Siya Designs is a small boutique design studio based in north-west London. We believe in creating spaces that are aesthetic yet functional and speak volumes about the host. We can design and decorate spaces such as home, office, cafe, developing buildings, galleries and many more.

We can also transform your space to an apt one for AirBnb. Our specialty is our ability to provide personalised and 1:1 attention for each of our clients. We see your space through your eyes and immerse reality in your imagination.

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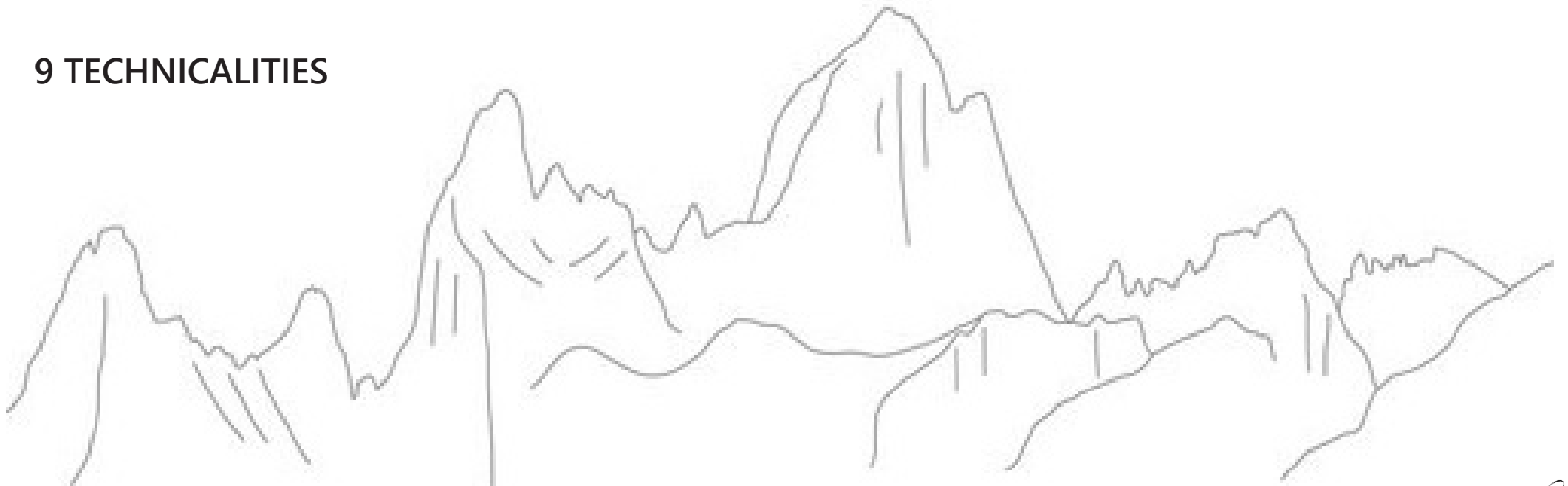
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Patagonia through our eyes

Patagonia is a business started by a band of climbers and surfers. Their core values reflect this and the minimalist style they promote.

Build the best product while causing no unnecessary harm, use business to protect nature and not be bound by convention. This four-fold value system reflects their mission statement – “We’re in business to save our home planet.”

Patagonia’s criteria for best product are functionality, repairability and importantly durability. The most direct way to limit ecological impact is with goods that last for generations or can be recycled so the materials in them remain in use.

We, at Siya Designs, have tried to embrace these core values while designing the exhibition stand.



Make it Happen!

Who are Patagonia? What do they do?

- They make functional, durable and sustainable outdoor wear and clothing
- They encourage outdoor sport
- They are involved in activities that bring about reforms
- They provide a sense of adventure through their story telling

The one common thread through all this is the subtle message of SUPPORT. Patagonia can be the belay to the limitless possibilities and the adventures to be had.

“Make it happen
.....we can be your belay!”

Creating a space that portrays Patagonia’s support, a base camp. A place at the base of a towering mountain with options of adventure and place to come back to after one. A base that provides support to nature and adventures alike.

Patagonia Base Camp-
A base on which you can dream and make it happen.



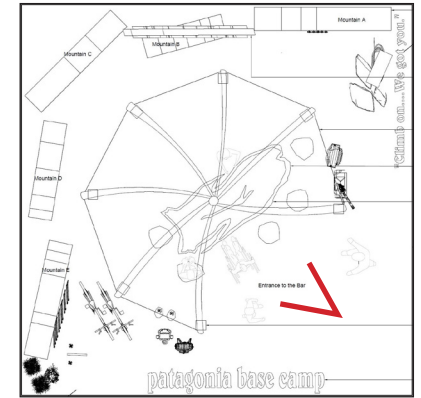
Patagonia Base Camp

Inspired by the ruggedness of a base camp and the towering peaks of Monte Fitz Roy in southern Patagonia that form the background of the logo. The variety of heights of the panels creates an illusion of mountain ranges while the printed outline of the peaks gives it a form. The tallest peak stands at height that will be visible from afar and creates a sense of curiosity. The logo arising out of one of the peaks symbolises the branding's ability to withstand the harshest of climates and sends a message of support and encouragement. The climber's rope is attached to the Patagonia logo stand, the belay, the support.

The central piece, the tent, houses the bar that will serve Patagonia Root Ale along with other drinks. Visitors will have to pay a minimum price as required by law. The proceeds will go towards a charity supported by Action Works by scanning a dedicated QR code. This will also give the visitor an opportunity to learn more about the support that is given to various grassroots activists. Or start one if they are keen!

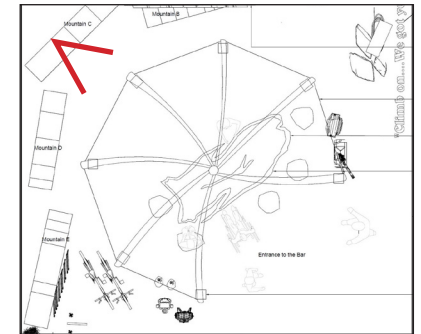
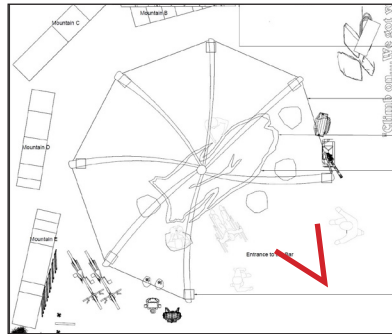
Various accessories around the stand either from the Worn Wear shop or from the employees will subtly depict the ethos and the core values of the brand.

The design portrays message of support that the brand provides, for adventure, sports, activism or sustenance.



@ ISPO, Munich

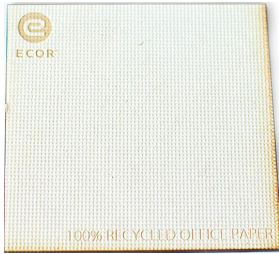
Renders show the stand in context to appreciate the height and branding. The logos at the back of the panel depict the different activities that the brand is involved in. One panel houses the storage for the bar and the staff belongings that can be accessed through a double door.



Materials Matter

Build the best product with function, repairability and durability while causing no unnecessary harm, use business to protect nature and not be bound by convention.

Keeping with Patagonia's core values, care has been taken to try and use sustainable, resilient, recycled, recyclable materials with low VOC emission and low CO2 footprint.



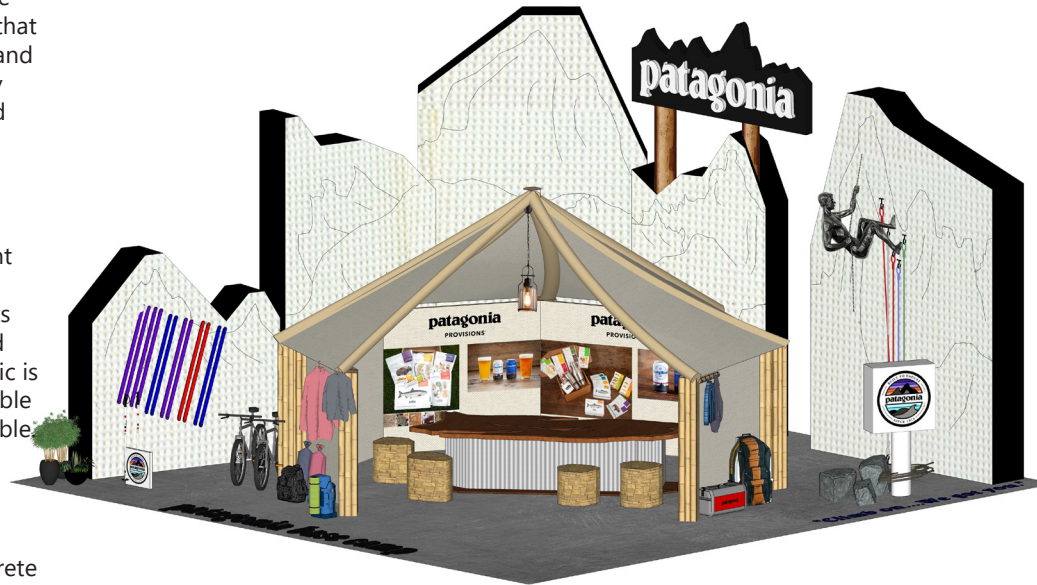
Mountain Panels and Logos
Ecor is a composite material (an alloy) that is extremely rigid and strong, completely non-toxic, recycled and recyclable.



Tent
TenCate Hemp Tent Fabric made with organic ingredients and 100% recycled products. The fabric is exceptionally durable and is fully recyclable.



Flooring
Marmoleum Concrete by Forbo is an extremely sustainable and resilient flooring. It is made with natural and renewable materials and is recyclable.



Bar
Bespoke bar made using environmentally sound materials- reclaimed barn wood and corrugated metal. This is to represent the tin shed that the founder Yvon Chouinard first worked from.



Lighting
The pendant features a clear glass lantern and metal frame in rust finish. Vintage and minimalist, this Tarrice pendant light in the tent adds a softness and lights up the bar.



Climber
Bespoke climber paper mâché statue using recycled paper and VOC free adhesive. The statue is painted in dark bronze colour to give a silhouette look.



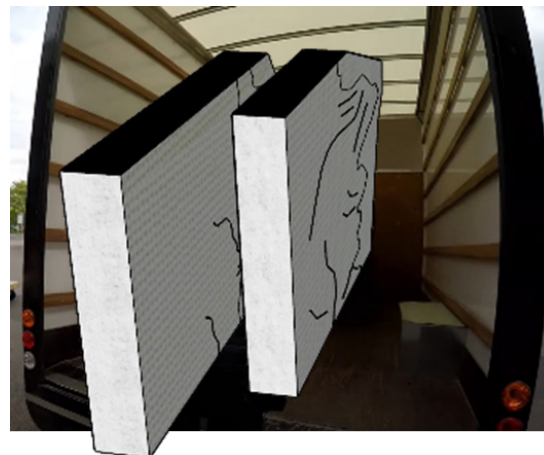
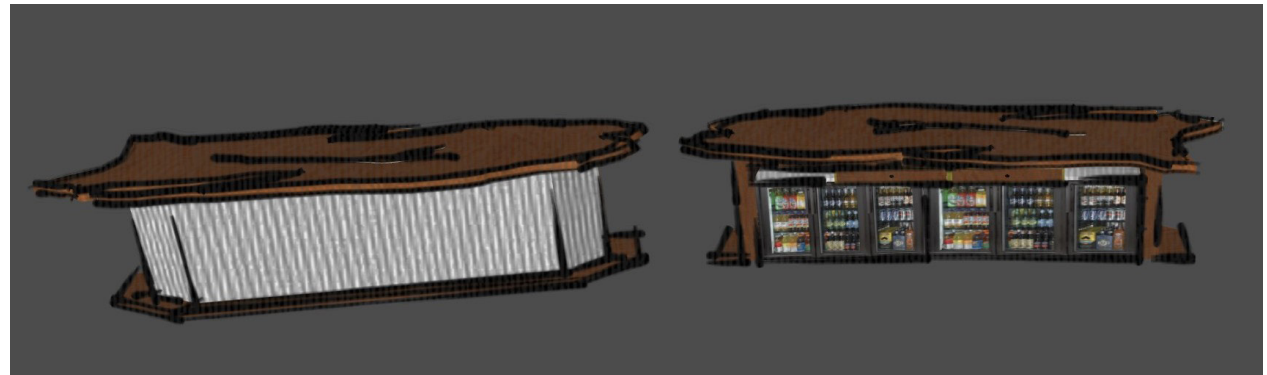
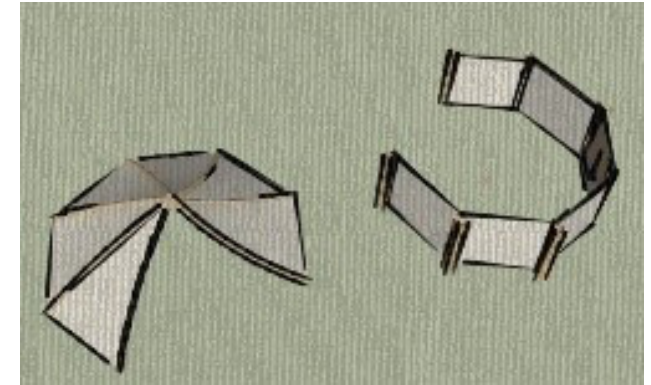
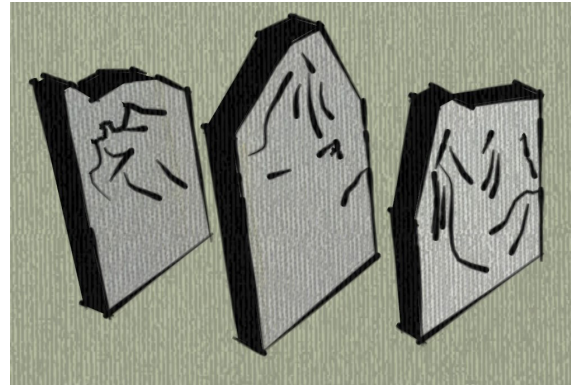
Scan for detailed information on materials

Base Camp in Elements

The base camp is minimalist in design. Consideration has been given to the time constraint in setting up of stand in exhibition halls. The components are mostly individual pieces that are prefabricated and can be assembled on the site. The materials chosen are tough and resilient while being lightweight. The tallest mountain and widest mountain panels are within the government width and length regulations to be transported in an articulated truck. The tent is made to order and can be fully disassembled by separating the reclaimed wooden posts and the hemp tent fabric. The bar is custom made and can house under the counter fridges and storage for Patagonia Provision samples. An additional satellite storage, like a fridge van, can be hired to store drinks and samples.

Accessibility as per the Building Regulations stipulated in the Approved Document M Volume 2 is taken into consideration in the construction of the Base Camp.

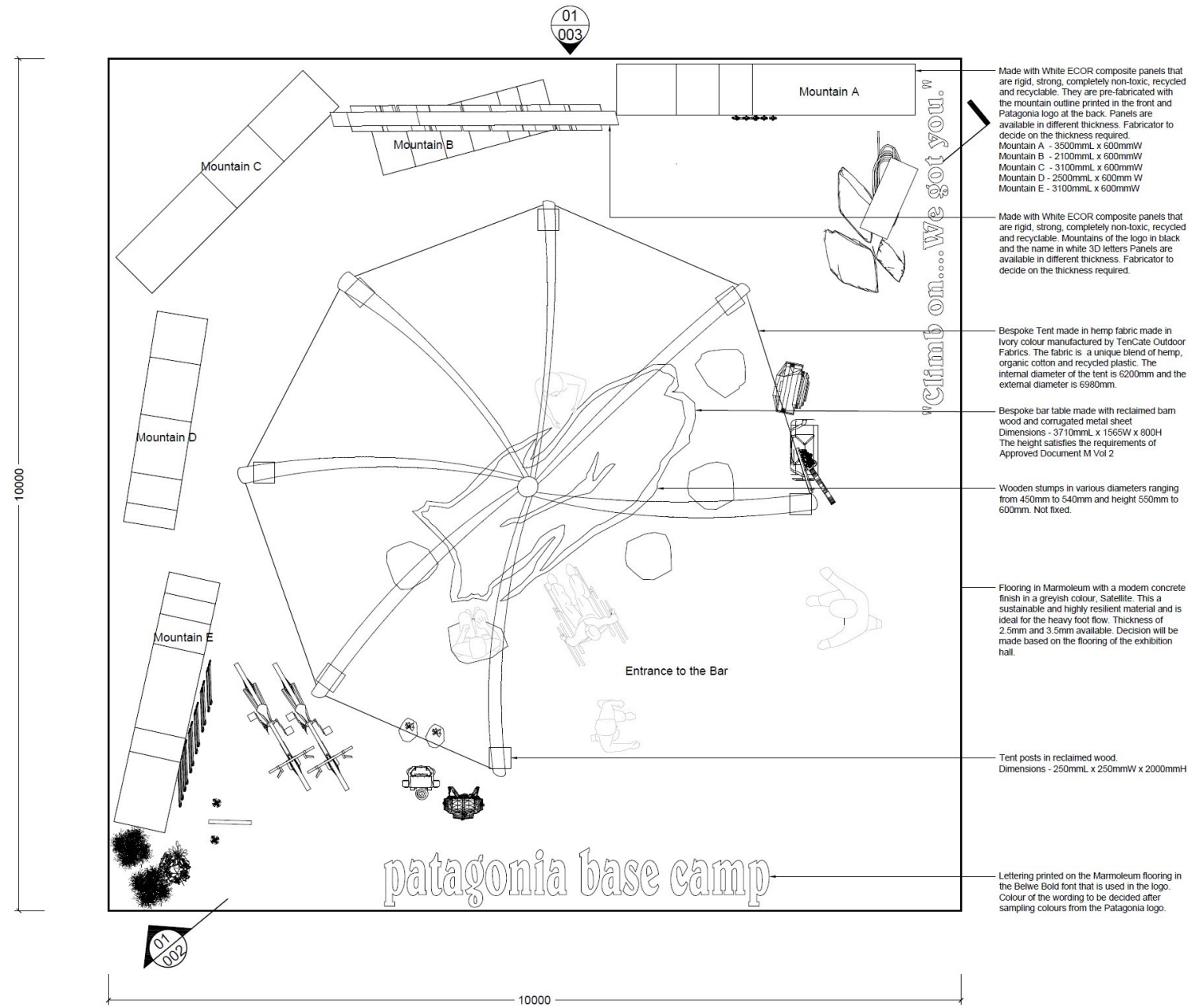
- Flooring thickness between 2.5mm and 3.5mm
- Entrance to the tent is approximately 4m
- The height of 800mm satisfies the Approved Document M requirements.



Technicalities

The floor plan provides an aerial view of the space and the spatial planning in 2D with measurements of some key items. The general arrangement of the space is quite spread out giving a feel of openness. The circulation in and out of the stand and the bar is spacious and will not have any bottlenecks. The various accessories are well spread out and will not cause any tripping hazards.

All the requirements of Approved Document M have been adhered to in the plan.



01 Floor Plan 1:50@A3
Exhibition Stand



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