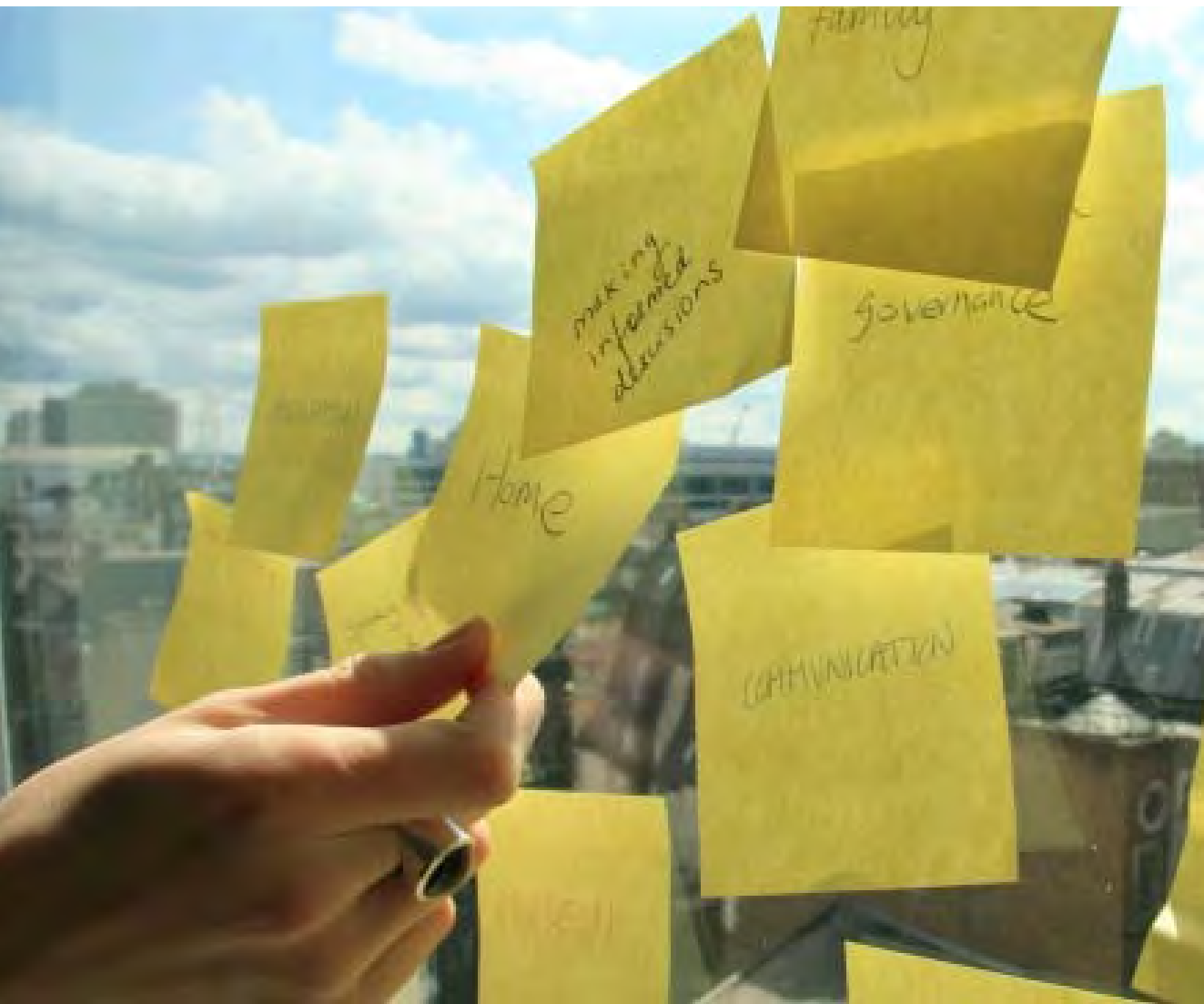# Sustainability

This archive presents selected works from Central Saint Martin's MA Creative Practice for Narrative Environments which relate to the diverse and evolving issue of sustainability. We feel that sustainability is an important concept, and that it is therefore valuable to explore how our work addresses it.

MA Creative Practice for
Narrative Environments

Top: *Floodproof*, Lucy Carruthers, 2005
Left: MA CPfNE *Sustainability Seminar*

As creative practitioners in narrative environments, our goal is to tell stories that engage all senses of an audience.
Our course includes designers, architects, curators, writers, and project managers: we work collaboratively to develop meaningful narratives in both cultural and commercial spaces. Consequently, our projects deal not only with physical spaces, but also their corresponding social and conceptual 'space.'
Accordingly, our challenge in this exercise was to examine various elements of our work, not only exploring its relationship to physical and environmental sustainability, but its dealings with the more theoretical aspects of sustainability, i.e. social and cultural sustainability.

This archive highlights the potential for narrative environments to address sustainability in innovative and engaging ways.
The projects featured here cover a range of physical spaces and conceptual themes. Each one featured relates to the concept of sustainability in a different way. This diversity has enabled us to examine sustainability in Creative Practice for Narrative Environments in geographically, philosophically, and culturally diverse spectrums.
However, this diversity has presented many challenges, most notably the impossibility of answering the question

'What is sustainability?'

A forum for discussion

To help with the problem of 'What is sustainability?', we have broken down 'sustainability' as it relates to four key elements: economic, environmental, social and cultural. Each project has been included on the basis that it relates to one or more of these elements. The strength in this method is its ability to generate a description of what 'cultural' or 'economic' sustainability may be via the accumulation and comparison of many different examples. Its weakness, however, is its high level of subjectivity, and its inability to produce conclusive definitions. We understand that this weakness echoes key issues in the sustainability debate.

The goal of this archive is to understand sustainability in our own terms, to inform our creative community of how our work has deals with sustainability, and to inspire current and future students to consider how sustainability relates to their work.

To compliment this archive, we held a series of lectures and discussions involving people in the private, public, and academic sectors who work with sustainability in their own way. Accompanying these discussions is a blog which serves to both document and extend this debate.

http://sustainablespaces.wordpress.com

Thank you to everyone who has made this archive possible. We hope that it will enrich the debate of how we understand and undertake sustainability, both within and outside of the creative industries.

The Transatlantic Museum

A collaboration with RISD, USA and the Wellcome Gallery, UK.

A project to design complementary, linked exhibitions, one a permanent exhibition for the New RISD Museum in Providence Rhode Island and a temporary exhibition for the Wellcome Gallery at the British Museum in London. The theme of the exhibitions - Native American Indian Culture. The exhibitions aimed to interrogate stereotypes and dispel fictions about Native Americans, and reveal the connections between European, American and Native American cultures.

LP, 2003

The Library of the Future

Arup's Global Foresight and Innovation Initiative, London

A project to try and define what precisely libraries are and what function they might perform in the future.
The project challenged traditional definitions and extended the thinking of what a library might be in the knowledge-based economy of the future.

LP, 2003

The Breathing Building

Charles Hayes
Despina Hadjilouca

A proposal for a breathable skin for a building as a way of communicating the sustainability message of the building to the public and creating a positive association between government and public, in an attempt to remove the stigmas of bureaucracy and inefficiency.

2003

The Field at Sainsbury's

A year long installation in a supermarket.
Julia Pitts

Stories of a single arable field are told through a series of large-scale scenes built up from everyday products.
In-store signage and packaging support each installation, carrying key messages and micro stories.
At home, packaging takes on a new life, so that, for example, a plastic water bottle becomes a seed incubator, as children explore the how, when and why of a wheat field.

2005

Urban Plots

Despina Hadjilouca

The project is a digital visual archive, in the form of changing projections in shop windows of people's memories, thoughts and future visions about the built environment that surrounds them.
It creates a platform, where locals can raise the profile of things that are ordinary looking but have stories to tell.
The archive is transformed into an inspirational tool for urban planning.

LP, 2003

The Store

The store houses the ever-growing archive, in digital form.

Locals can use The Store to record their stories; they can write on the specially designed postcards, scribble on a large panorama or whisper into speakers.

Local designer groups are invited to use The Store as a studio for six months to promote thier work. People can visit them in the Store and engage with their working practises.

For the duration of thier residency the groups are responsible for updating the archive, with their own personal style. They are invited to interpret the new material, visualise it and add it to the archive as graphic animations.

The archive is available to urban planners and architects for a monthly fee, in the form of digital data. They can use it as a search engine, download the stories and obtain the raw media assets.

The Store encourages community activity through collaboration with local schools which generate progammes for children and teenagers.

The Train Now Standing..

Mary Ingoldby

This project is an interactive sound installation using personal testimonies from the sound archive at 'The British Empire and Commonwealth Museum' to tell the stories of ordinary people whose lives were part of the history of the British Empire.
The installation acts as a link between the closely related buildings. Voices and echoes lead the visitor from the museum through the station to platforms, subways, waiting rooms and cafes.

2003

Floodproof

Lucy Carruthers

Floodproof is an experiential journey, which takes you into the future floodwater.
It highlights the harsh reality of the situation and prompts choices for preparation. It encourages the audience to be the heroes of this story and create London's sustainable future. From new bridges and buildings, to boats, breathing underwater, prosthetic additions, floating solutions and solar powered jackets.

2005

Sustainable Consumption

Sundeep Verma

A project to try and define
what precisely libraries are
and what function they might
perform in the future.
The project challenged
traditional definitions and
extended the thinking of what
a library might be in the
knowledge-based economy of
the future.

LP, 2003

Art Spaces of the Future, 2015

Arts Council England

The project asks what will arts organisations and arts spaces look like in 2015. Students considered current and projected trends and the need for new cultural venues to build sustainable communities within projected demographic shifts.

LP, 2005

Gifts to the Tidal Thames

Ariel Yangzi Chen

In ancient times people gave gifts to the river to thank the river god for food, water and life. The project was inspired by the idea of giving something back to the river. A 12 month pilot was tested with residents of Hounslow, consisting of a programme of family learning events emphasising diversity of those living near the river, both racial and bio-diversity. At the end of the year a 'record of the events' was left in gift boxes on the banks.

2003

Rubbish

Arup's Global Foresight and Innovation Initiative, London

A project to try and define what precisely libraries are and what function they might perform in the future.
The project challenged traditional definitions and extended the thinking of what a library might be in the knowledge-based economy of the future.

LP, 2003

PLAY. orchestra

Southbank, London

Passers-by can take to the stage and experience a musical piece from the player's perspective.
By taking a seat, the public triggers a recording of the correspondent musical instrument. As more people sit down, the composition is progressively revealed in its whole. They can further engage with the piece through their mobile phones, by receiving ringtones of the experience, or sending their own sounds.

LP, 2006

Geschichten

Angelika Lienhart

25 Geschichten / stories is a
trial version of a scheme that
can be rolled out on council
estates.   The project focuses
on the stories of 25 residents in
two council estates. Their lives
and routines are documented
with the help of an 'urban
toolkit'. The toolkit stays with
the residents for 10 days.
The project intends to create
a sense of place in each of the
estates and to help people
claim a sense of ownership
and pride over the spaces
they inhabit.

2007

One in a Treelion

Ekaterina Yaschuk

The project aims to review
methods of delivering
information about sensitive
global issues to audiences. The
key notion is to understand
why current tactics are failing
to generate sufficient
positive reactions, and
subsequent positive results.
The project proposes an
interactive installation that
allows members of the public
to participate in a campaign
which allows a person to make
an instant contribution.

2007

Ta Tien

Nissana Voravud
Preeyaporn Pumhiran

Ta Tien encourages ethical tourism. Instead of selling conventional products, it sells skills related to the practice of traditional Thai medicine that evolved largely in the Ta Tien pier district. The present community is impoverished and the area has fallen into disrepair. The project seeks to retain historical and cultural continuity by focusing on traditional skills and by providing employment and funding for the displaced community.

2007

Eco Resort, Tanzania

Arup's Foresight , Innovation and Incubation Unit

A project to develop user scenarios for an eco-resort in Tanzania, in 2028. The project considered political, economical, technological, social and environmental drivers of change, to create the world in which the eco-resort is going to operate. The bigger picture of this world provided the potential guests and used to create illustrated scenarios.
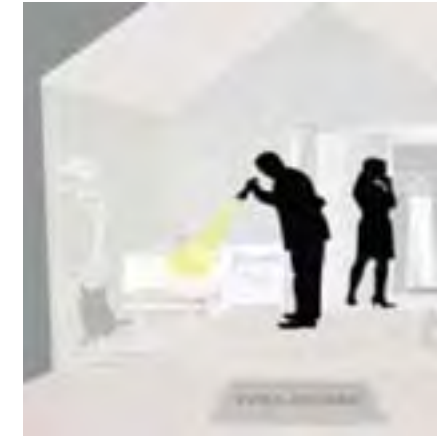
LP, 2008

The Emotional House

Niki Lampaski

As a consequence of globalization and displacement, home is experienced fluidly, adjusting to shifting conditions in society and physical environment. The project asks how the flooding of London might change the way we inhabit domestic spaces. 'The emotional house', is a soft structure that holds collective memories and reacts to environmental changes.

2008

Emotional Landscapes
and the Edible City

Ana Ospina

A project is to challenge
assumptions about urban
regeneration where by
productive green space
becomes integrated into
the built environment. The
project envisages a sustainable
system where plants and
people depend on each other
for survival. The practical
application of this vision is
explored through site-specific
participative, projects at Trinity
Buoy Wharf, encouraging an
urban community to think
about where their food comes
from and grow edible plants.

2008

The Cocoon Wall

Ryo Terui

A proposal for the design of
the blue wall surrounding
the Olympic construction
site. The wall has isolated
the construction, blocked
site lines for residents and
visitors, and acted as an
obstacle to understanding
the redevelopment. The
proposal is for an inspiring
urban furniture that responds
to the surrounding area by
being permeable, and telling
the story of the history and
evolution of the site.

2008

Floored Ceramics

Simeon Featherstone

Floored Ceramics is the innovative process of eroding layers of a paved floor consisting of different clay slips. Colours, images and text wear away over a period of years to reveal further hierarchies of information. Floored ceramics embeds the narratives of heritage, memory and discovery within the very foundations of the city to create an emotionally sustainable and unique landmark. The ceramic process allows the site to evolve and encourages visitors to return over the course of its lifetime.

2008

Living Heritage

London Borough of Camden,
British & Hunterian Museums

A collaboration funded by the Heritage Lottery Fund. MACPfNE students worked with Camden school children to explore Camden's architectural and cultural heritage. The outcome of the collaboration was an exhibition at the British Museum and in the Innovation Centre of CSM.

LP , 2009-2011

An Endless Conversation

Georgina Chimarrides
Marina Hadjilouca

The project explores how design methodologies can be applied in community services, in particular workshops for young men (14-17 years old). The project merges participation and service design to improve communication between young people and councils. It consists of a toolkit to assist facilitators in planning and delivering a workshop successfully and suggests how the arrangement of a space can influence the success of a workshop.

2009

The Sandbox

Helmut Feder
Gadi Sprukt

The Sandbox is a tool that enables people to participate in the design of their urban environment. Users of the Sandbox are encouraged to interact with a digital model of a public space, adding and arranging elements to the site through a tactile interface. The Sandbox offers developers and officers a new approach to engaging the public with development plans. It allows people with diverse backgrounds to express and articulate design ideas, visually.
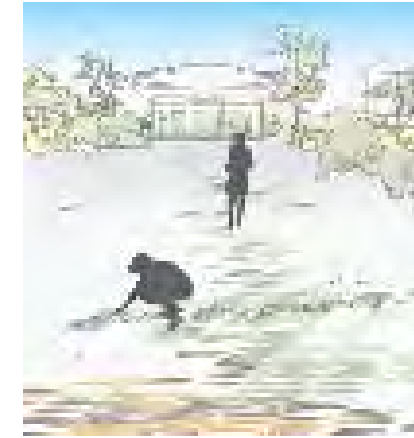
2009

Performing Dalston

Aranzazu Fernandez Rangel

Dalston, is undergoing a dramatic outside-in physical transformation. Before these changes occur this project takes the opportunity to have a look at the area recognising the everyday contribution of the people shaping it. Performing Dalston comprised three stages: a participatory research phase, the development and realisation of site-specific events and a book to become the register of what occurred and an open invitation for to continue "writing" the story of Dalston.
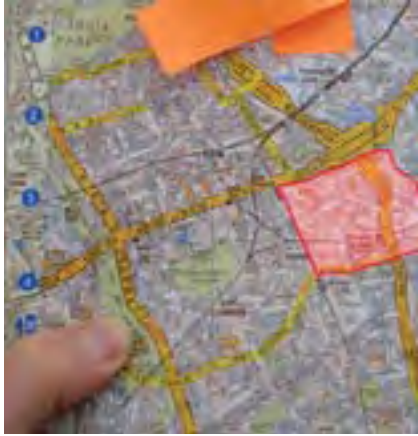
LP , 2009-2011

Speakers Corner

Speakers Corner Trust (SCT)

A collaboration with SCT to develop a design strategy and speakers corner prototypes for communities throughout the UK. Students developed a co-design process that has been explored in the design process of a prototype Speakers Corner in Lichfield and a permanent Speakers' Corner in Walthmastow, London. Students are currently working on a collaborative project with SCT and Pupil Voice England for a Speaker's Corner in every school playground constructed from local recycled materials.
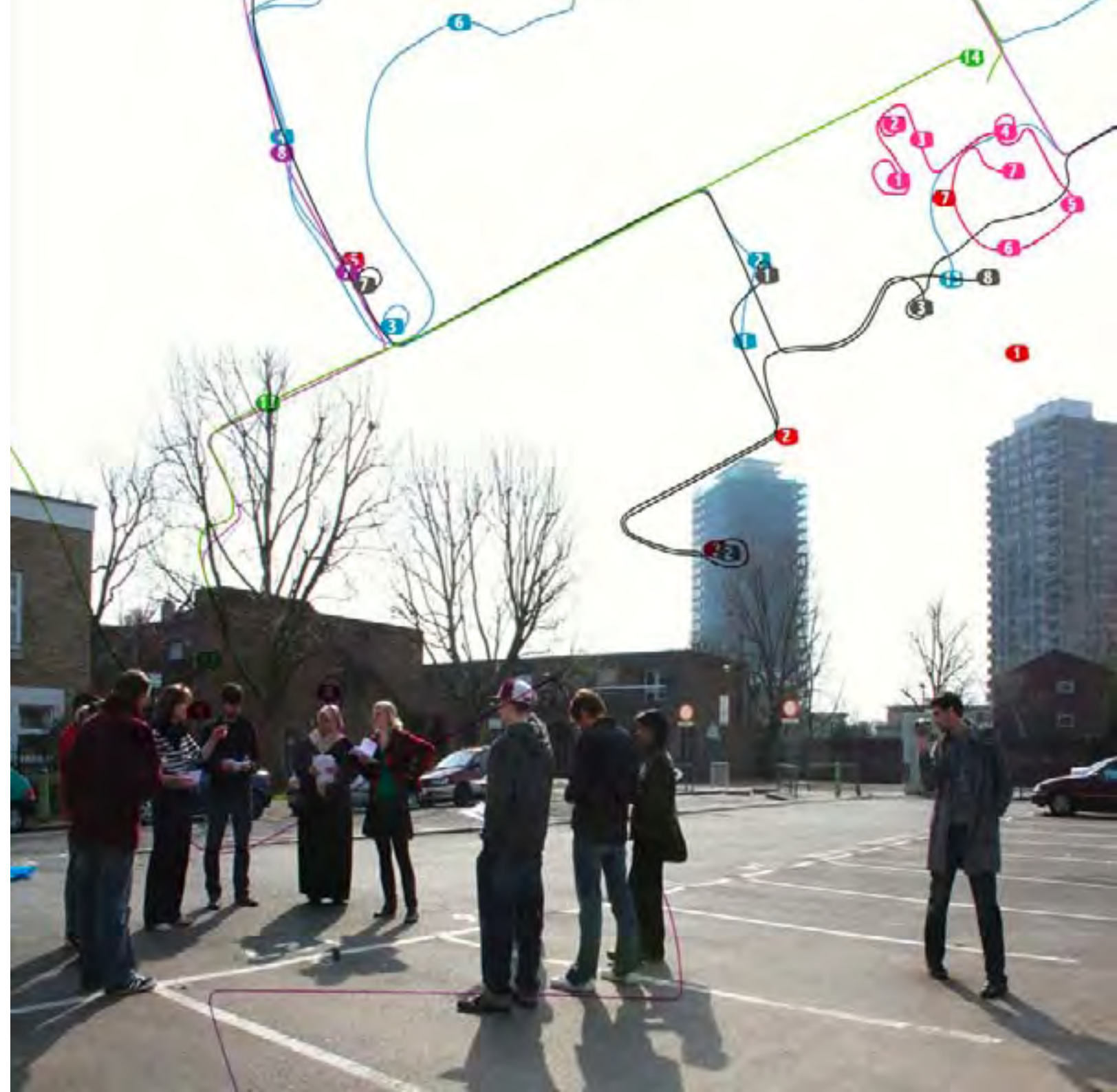
LP, 2009

MAKEshift

Nina Honiball

MAKEshift is a process to facilitate a community-building project. The process uses storytelling and public interventions to create a visible change in a local neighbourhood. MAKEshift intends to encourage and empower local people to interact with each other and work together to make a difference in their environment. The MAKEshift methodology has been established as a result of a community building series of projects during 2008 – 2009, in the Bromley-by-Bow
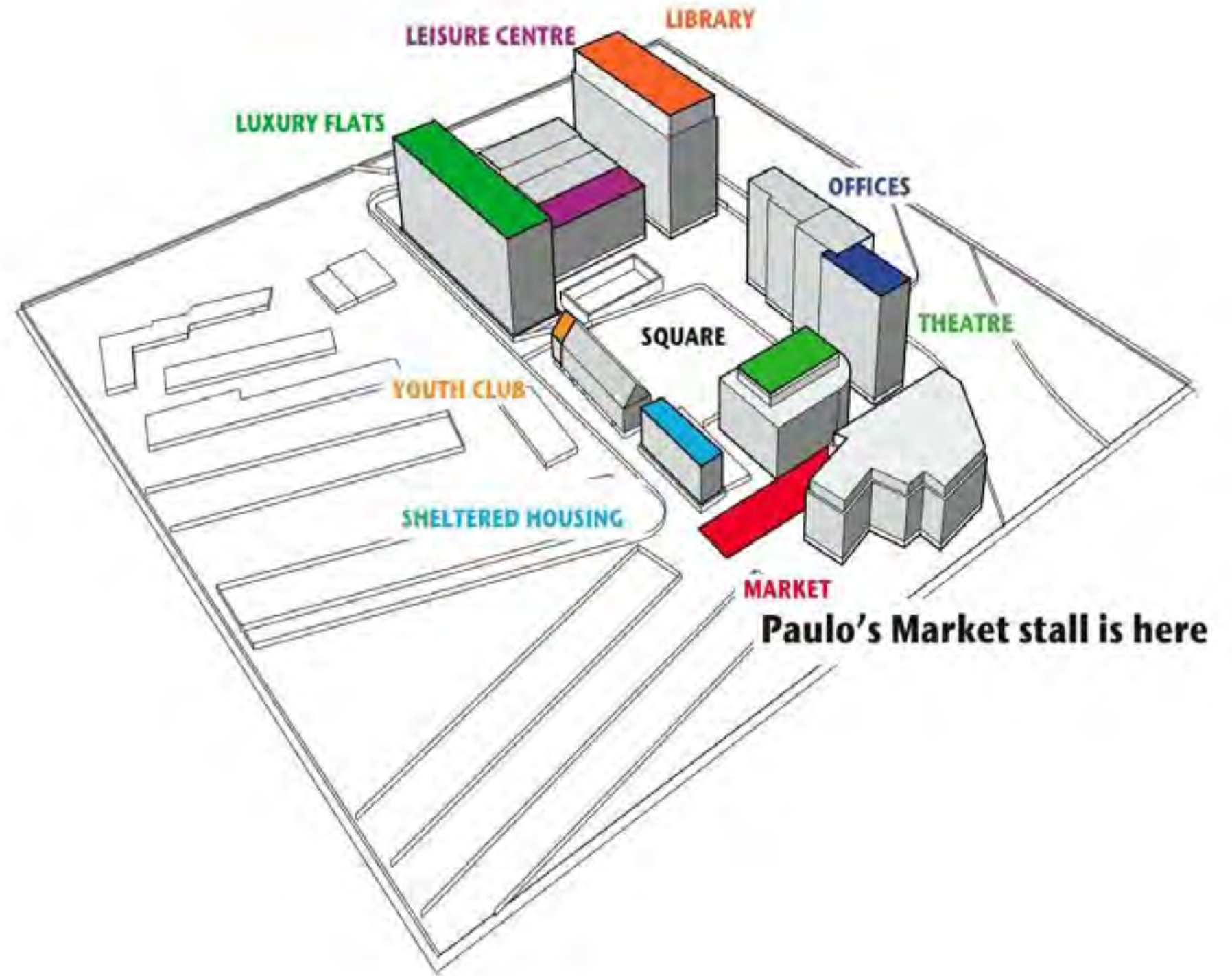
2007

Glasshouse

The Glass House Community–Led Design

A project to produce prototypes for the Glass-House 'participatory visioning workshops' that occur at the beginning of a regeneration process. In these workshops local residents are invited to Role Play various community stakeholders to uncover the complex matrix of needs and desires, priorities and concerns in any urban redevelopment.
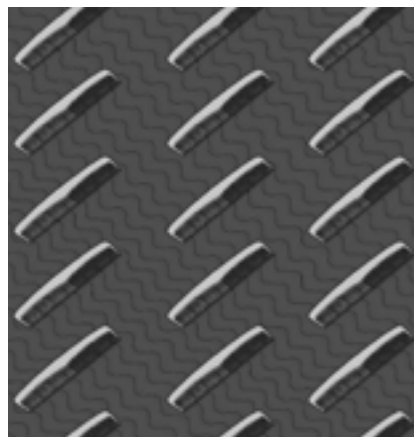
LP, 2010

LEISURE CENTRE

LIBRARY

LUXURY FLATS

OFFICES

THEATRE

SQUARE

YOUTH CLUB

SHELTERED HOUSING

MARKET

Paulo's Market stall is here

Two Sides of the Window

Giulia Sala

A site-specific installation, exploring the concept of "home" as seen through the eyes of residents in Woodberry Down, an Estate that will undergo a major transformation over the next 10 years. The experience is set up as a multi-media installation where the voices of the residents hold the main focus. Developed from a series of interviews, this project uses personal memories and stories to capture the identity of the area and what lies behind the windows before they disappear.

2009

Made in Peckham

Carolina Caicedo

A social design project that reveals the unique character of Peckham's main shopping street. People from local businesses contributed stories. Local illustrators interpreted these. The illustrations were developed into printed textiles that went back to the businesses to be used as they wished. The fabrics became a tool for building connections between community members and celebrate the people and places that shape Peckham.

2010

The Sound of My Neighborhood

Evi Kontova

Whitechapel has played host to numerous waves of immigrants over many years, communities that remain strangers to each other despite living in proximity. The project is an exhibition that provides an opportunity for communities to share experiences and overcome cultural divisions. Views from windows are marked by frames and interpreted through voices of locals. Visitors are invited to look, listen and envisage the stories taking place. Oral histories explore how the same sites have been perceived by different people over time.
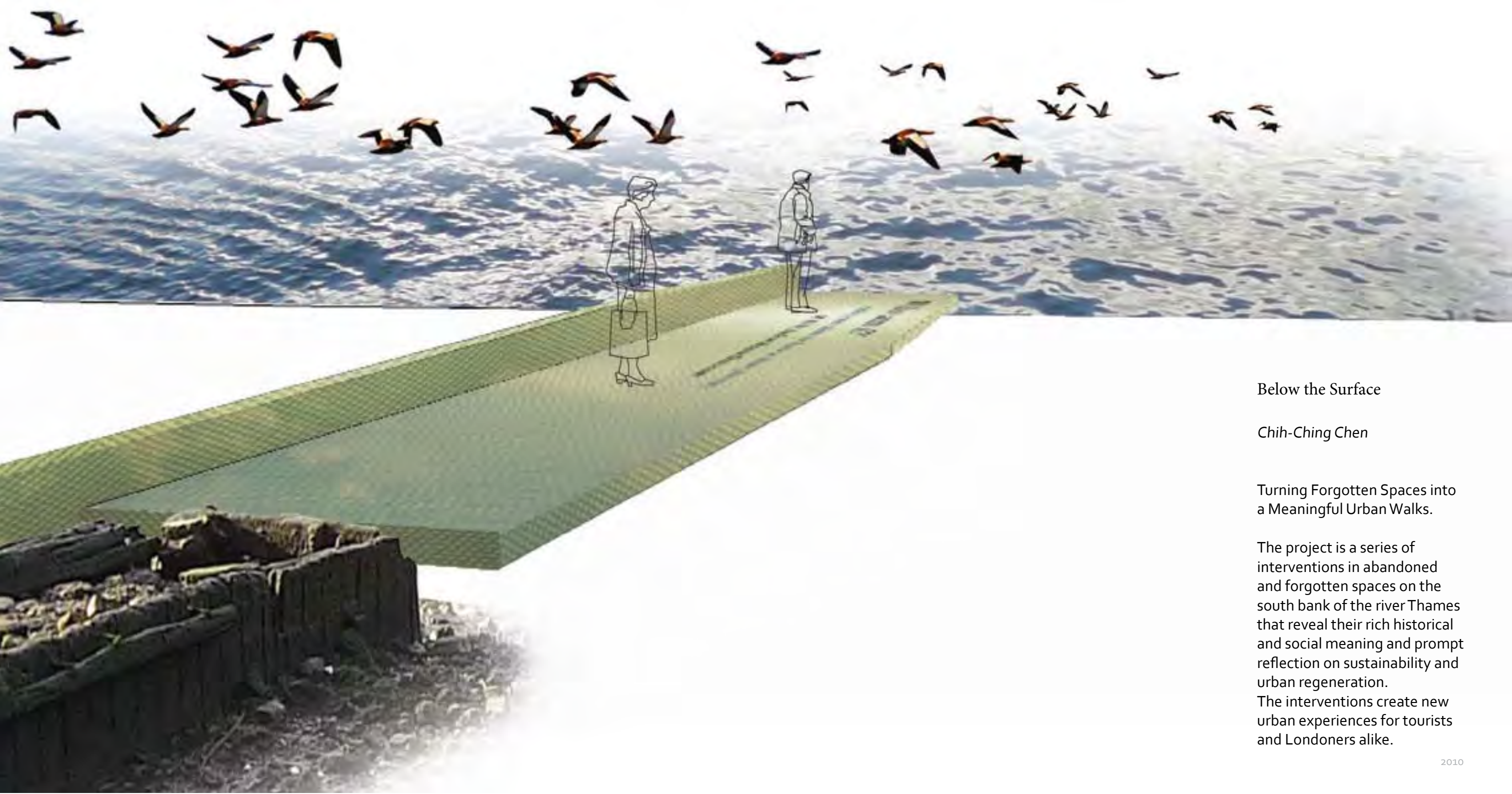
2010

Past Immediate

Yibing Xi

Memorising the Metamorphoses of a Cityscape. The rapid development of Beijing is having a profound impact on the lives of its citizens - many landmarks and familiar ways of life have disappeared. Beijing residents were asked to use disposable cameras to record their daily life and describe their real Beijing. These personal moments,were exhibited in a traditional Chinese courtyard space. they disappear.

2009

Below the Surface

Chih-Ching Chen

Turning Forgotten Spaces into
a Meaningful Urban Walks.

The project is a series of
interventions in abandoned
and forgotten spaces on the
south bank of the river Thames
that reveal their rich historical
and social meaning and prompt
reflection on sustainability and
urban regeneration.
The interventions create new
urban experiences for tourists
and Londoners alike.

2010

Chesham's Fantasies & the chronicles of an explorer at the end of the line

Xavier Llarch Font

The location for this project is Chesham, Buckinghamshire a a small market town situated at the end of the Metropolitan Line. The project is a search for unique content that could represent and excite locals and visitors, demonstrating that every place is unique.

The first stage consisted of making observations about Chesham, materialized into the "Contemporary Atlas of Chesham".

In the second stage the new "Chesham Association for the Realisation of Fantasies" arrives in town to narrate, perform or re-enact the Atlas.

The association promotes long term projects allowing locals to continue sharing and expressing their dreams.

2010

OLYMPIC TERRA: The Soiled Masterplan

Victoria Lee

A 10-year narrative that depicts the journey of contaminated soil from and back to the London 2012 Olympic site. Floating "remediation" allotments dot the Lea Valley and a succession of soil structures provide interaction zones for users of the Olympic Legacy Park. The proposals focus on enhancing community engagement for residents of the Park, and on connecting them to existing communities. The materiality of soil is used as the language to narrate the local culture and history of the original site.

2010

Inspiration/External Examples

Centre for land use interpretation
Tours, archives, interventions

Most projects have a narrative that looks at the conservation of landscape and the cultural aspects that it relates to.

Rural Studio
Architectural, outreach

Architectural projects that aim to respond to a specific rural community whilst also producing environmentally concious buildings.

Koshirakura
Koshirakura Workshops

Numerous projects designed to sustain a dwindling rural community.

Shin Egashira
Slow box after image

Photography based project to connect aging rural communities.

Public Works
Architectural, outreach

Workshop and consultation based design practice

MUF
Chatterton on the Beach, Transformer, A Horses Tail

Diverse speculative and realised projects.

The Land Foundation

Community and environmental projects led by artists aimed at dealing with sustainability.

Superflex
Supergas

Outreach design solution to bring energy to remote communities.

Febrik
Jeremy Deller
Folk Archive, Battle of Orgreave

Archive and performance to maintain memory of folk culture and events.

Francis Alys
When faith moves mountains

Forgotten members of a community activated in an event to claim their rights.

Simon Pope
Memorial Walks

Walks that engage with history of a landscape through famous works of art.

Unesco
Intangible Cultural Heritage

Archive of significant cultural aspects.

Thomas Thwaites
The Toaster Project

Higlighting the relationship between consumerism and resources.

Ivan and Heather Morison
I am so sorry goodbye, how to survive the coming bad years, fantasy island, pleasure island

Fantastical narratives that highlight the fragility of our environment.

Phillipe Rahm
Various architectural projects

Driven by clear, rational narratives the designs propose alternative modes of living.

The Trees

Performative intervention in the city to communicate nature in the urban environment.

Import Export Architecture
Urban Camping

Reversal of typical holiday narrative to produce sustainable alternative.

Sara de bondt
Radical Nature exhibition design strategy.

Brave and comprehensive approach to sustainable exhibition design.

Angela Palmer
Ghost Forest

Arresting approach to bring awareness to rain forest destruction.

Organic Layer
Tresure Hill

Sustaining unusual urban/rural community in Taiwan.

MA Creative Practice
for Narrative Environments

A multidisciplinary, team based
course that uses narrative
to create proposals for
exhibitions, events, museums,
historic sites, entertainment
venues, shopping experiences,
branded environments, the
workplace, urban, community
and learning environments.

The course pioneers
collaborative practice
among architects, designers,
curators and writers. Students
work together to integrate
objects, text, sound, still and
moving image into spatial
environments. In depth
research of location, story,
client and visitor drives the
novel, multi-sensory,
user-centered proposals.

The course treats the city as a
lab and has a very successful
track record of producing live
environments.
The course has strong links
with industry and contributes
debates in both academic and
professional circles.

Current Sustainability Team

Antonia Grant, Beverley White
Crona Connolly, Claire Whetton,
Eva Xie, Jeffrey Zhang,
Rachel Mikulsky and Katie Russell.

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