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6



# Chapter 6

## Concept

### 6.1 Overview

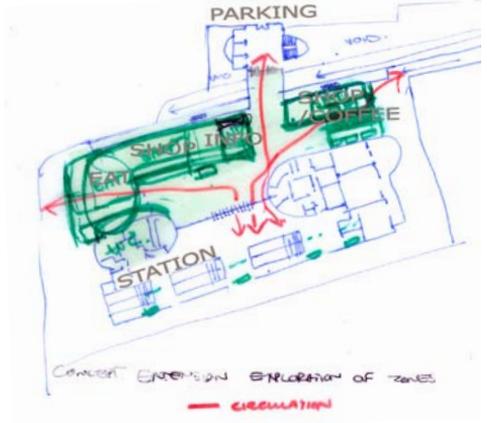
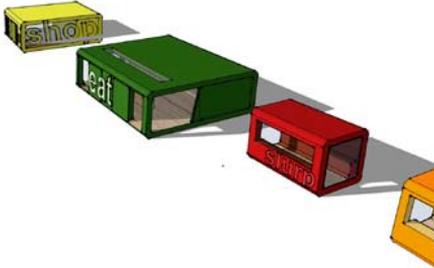
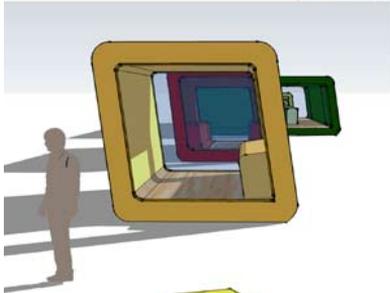
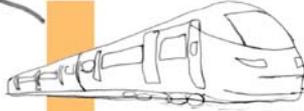
The current chapter is a summation of the three main concepts considered and explored in sequence. The aim is to clarify some of the design decisions made in the final design by illustrating the lessons learnt from each concept exploration. Each concept is briefly illustrated in terms of

Concept

Location & deployment

Most important qualities / criteria

Lessons learnt



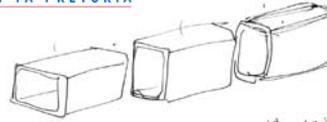
### CONCEPT

Train carriages

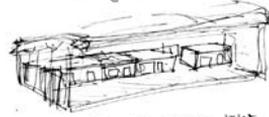
Curvilinear shape denotes speed and motion

### LOCATION & DEPLOYMENT

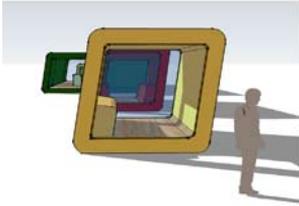
- \* Inside and outside stations
- \* Outside stations with high level roof covering to create artificial arcade
- \* Deployed at Gautrain stations and at other railway stations or retail platforms. New business opportunity for unit manufacturer



Units fitting together like train carriages.



Elements within help structure in parallel security & shade

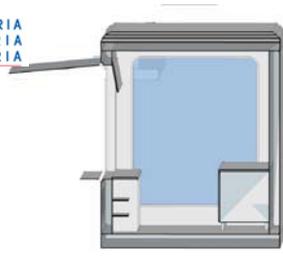
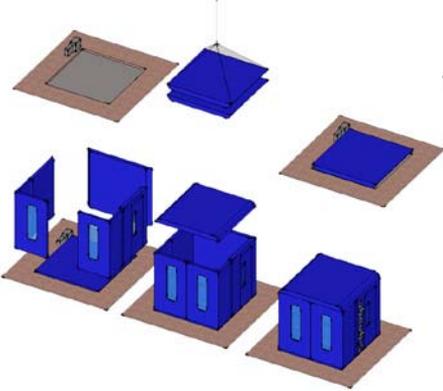


### IMPORTANT QUALITIES/ CRITERIA

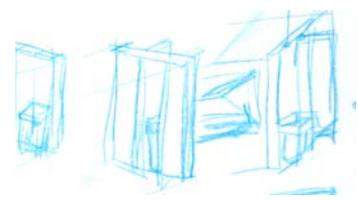
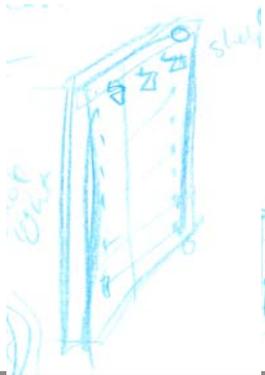
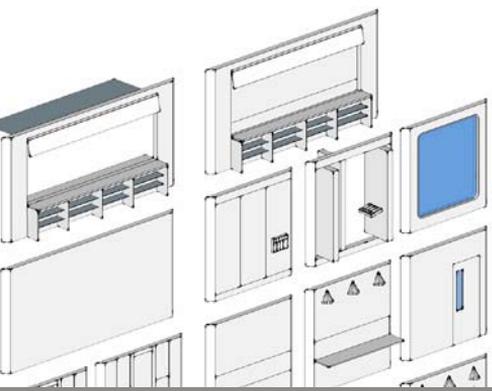
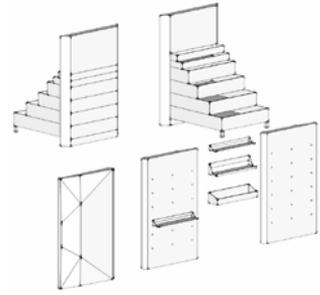
- \* Three types defined by different sizes
- \* Robustness
- \* Connectivity /Accretion

### LESSONS

- \* Curvilinear shape not as sustainable as a rectilinear shape (see 4.3.2)
- \* Shape not in feeling with local African context



Kit of parts  
Standardisation



**CONCEPT**

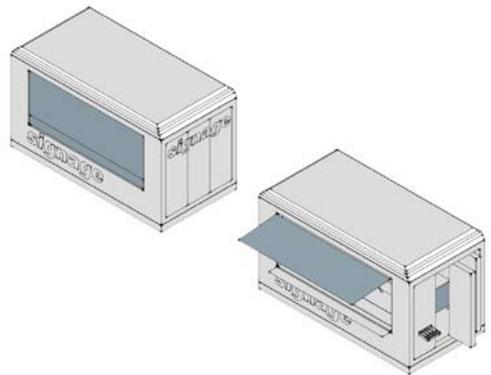
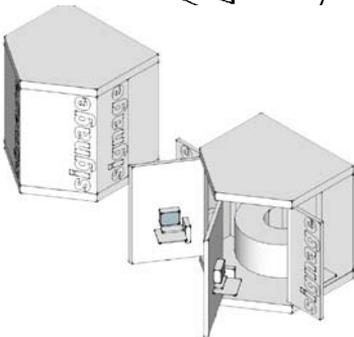
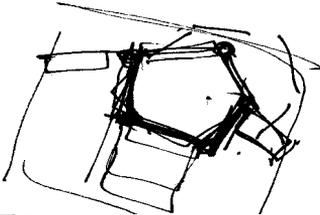
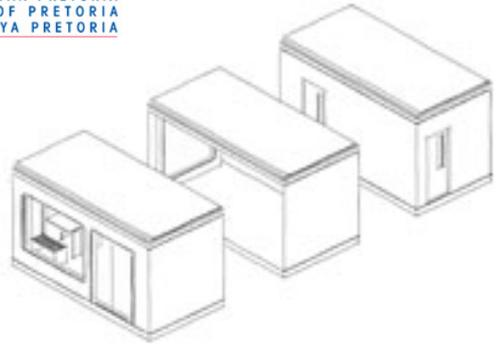
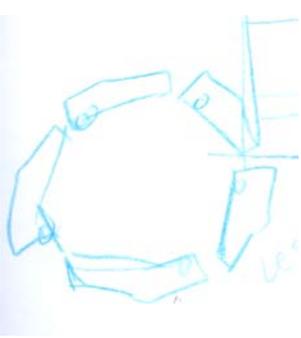
"Train cars" differentiated into five different types

5 types combined from a kit of parts:

1. Coffee - coffee bar, combined into small cafe bar
2. iSpace - computer / internet terminals in kiosk
3. Bloom - florist
4. Paper - Newsagent, convenience shop, snacks and drinks not prepared onsite
5. Pause - small waiting room / TV lounge/ chill space

**LOCATION & DEPLOYMENT**

- \* Inside and outside stations
- \* Deployed at Gautrain stations and at other railway stations or retail platforms. New business opportunity for unit manufacturer
- \* Mix of pods deployed at each station
- \* Tenants/ owners can extend pods in future by replacing and adding structural cartridges



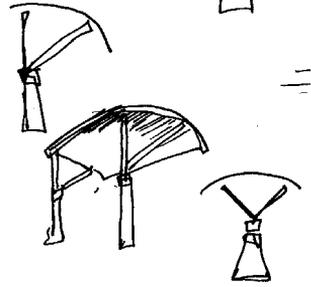
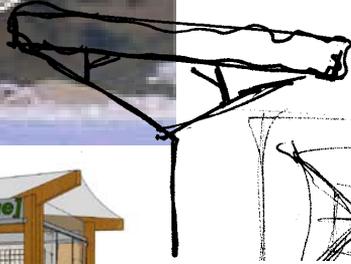
differentiate functions by different shapes

### IMPORTANT QUALITIES/ CRITERIA

- \* Five types differentiated by different functions accommodated
- \* Standardisation
- \* Kit of parts - Unit assembled from selectively interchangeable structural wall, floor and ceiling cartridges
- \* Robustness & durability

### LESSONS

- \* Scheme is not identifiable as part of Gautrain system identity
- \* Scheme is too generic due to design for pod deployment at non-Gautrain stations as part of new local manufacturing business
- \* Too many different parts system becomes too complex and costly for 10 Gautrain stations
- \* Shape not in feeling with local African context



cross beams  
timber structure  
frameless glazing

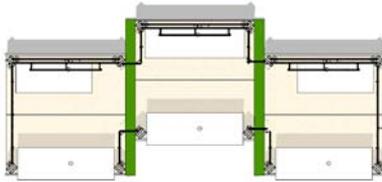
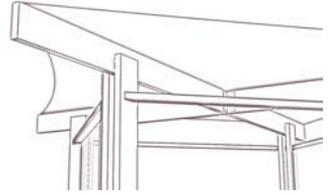
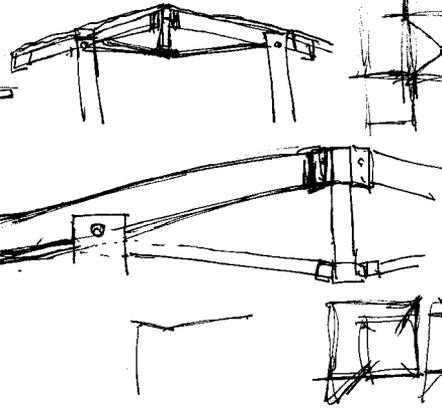
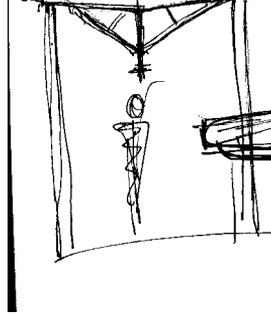
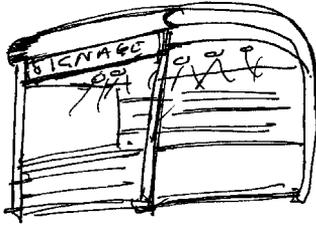


### CONCEPT

Acacia tree  
... as a meeting place  
...place of trade  
Concept appropriated from GSI and reinterpreted

### LOCATION & DEPLOYMENT

- \* Inside stations
- \* Deployed at Gautrain stations only
- \* One multifunctional unit
- \* 5-6 units at each location



### IMPORTANT QUALITIES/ CRITERIA

- \* Impulse buy types of retail (SHOP)
- \* Lessees can extend units in future by adding more units, connected by a filler piece
- \* Kit of parts - Unit assembled from system of standard components
- \* Robustness & durability

### LESSONS

- \* Kit of parts does not have to be large ready made wall, floor and ceiling components, should be system of smaller, separate elements and components
- \* Separate elements would be easier to get into station
- \* Tree concept links design with local natural context



The original two concepts had been fairly well developed before the decision was made to incorporate the acacia theme from the Gautrain system identity. The basic box shape from the first concepts was then developed in tandem with the new tree concept. The shape was also retained because of its robustness, ease of manufacturing, lowering costs and possibility for standardisation. The design development is contained in the next chapter.

## 6.2 Branding

A good brand should instantly sum up

- \* who you are
- \* what you do, and
- \* why it matters.

(Branding open lecture: 2009:[sp])

The concept of the *re:fresh\** brand is illustrated in the mood board at right. These images are not to be confused with the types of foodstuffs and products to be sold at the station. Rather, they depict the idea behind the concept of *re:fresh\**, being that of mental and bodily refreshment. The images evoke the emotional response to the intervention on a human interaction and experiential scale.

The colour green is extensively used, conjuring images of freshness, new life, nature and the fresh smell of a new-mown lawn.

The other citrus colours connote similar images of freshness and cleanliness, the smell of fresh citrus and bright, sunny, welcoming colours.

The water is included as a reminder of bodily refreshment and sustenance, being necessary for the human physiological processes.

Coffee is included as reminder of both physical and indirectly mental stimulation.

The bright splash of raspberry colour introduces a strong contrast with the yellow and green colours. Contrast is a time-honoured way to heighten user / viewer arousal and mental stimulation, aiding in the user's engagement with a design.



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